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MALAYSIA/ LA MALAISIE

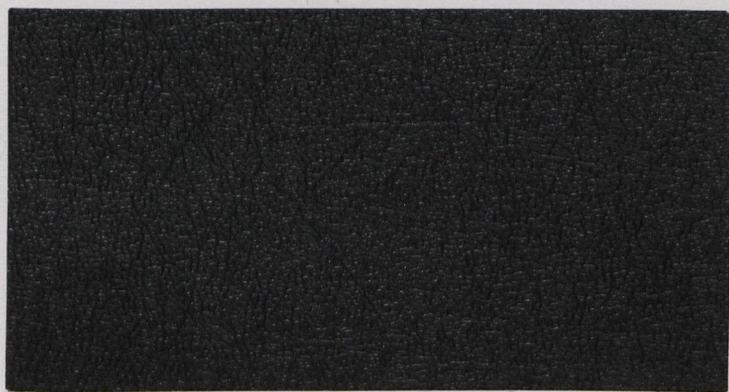
A GUIDE FOR CANADIAN
BUSINESS

1995-96



Canada





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THE BUSINESS CASE FOR MALAYSIA

This guide is intended for all businesspersons, government departments and independent agencies involved in the promotion of Canadian goods and services in Malaysia. The Southeast Asia Division would like to thank the following people and agencies for their contribution to the production of this guide: the Canadian High Commission in Kuala Lumpur, the Canadian International Development Agency, the Canadian Embassy in Kuala Lumpur, the Commission—Ottawa, Mr. Kelvin Goh—Simon Fraser University, Mr. Brian Casey, and Mr. Frank Munroe. The Asian Young of Ecolworks Consulting produced this publication.

A GUIDE FOR CANADIAN BUSINESS 1995-96

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Information is current at the time of publishing. 1994 Canada—Malaysia trade statistics are revised figures from Statistics Canada released in July 1995. Other statistical sources are the IMF International Financial Statistics Yearbook 1990 and 1994, the IMF Direction of Trade Statistics Yearbook 1990 and 1995, the 39th edition of the UN's Statistical Yearbook, and the McGraw Hill World Markets Executive Overview.

As this guide remains a "work in progress", all comments, corrections and additions are welcome and should be directed to the Southeast Asia Division, Department of Foreign Affairs, Fax (613) 944-1604.

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FACT SHEET - MALAYSIA
July 1982

THE BUSINESS CASE FOR MALAYSIA

- ▶ Domestic market of nearly 20 million
- ▶ One of the most stable economies in Southeast Asia
- ▶ Average economic growth of 8.5% per year
- ▶ Foreign investment welcome
- ▶ Major infrastructure development potential
- ▶ Significant successes by Canadian firms

- **Canadian priorities in Malaysia include**

- increasing participation in major capital projects;
- expanding cooperation in the environment sector;
- doubling the number of Malaysian students in Canadian institutions by the end of the decade; and
- coordinating public and private sector resources for maximum trade promotion impact.

FACT SHEET—MALAYSIA

July 1995

Area: 329 744 km²
Capital: Kuala Lumpur

Population: 19.5 million (1994)
System of Government: Constitutional Monarchy

Head of State: Yang di-Pertuan Agong, H.M. Tuanku Ja'afar Ibni Al Marhum Tuanku Abdul Rahman

Prime Minister: Dato Seri Dr. Mahathir bin Mohamad

Minister of International Trade and Industry: Datin Paduka Rafidah Abdul Aziz

Minister of Foreign Affairs: Datuk Abdullah bin Haji Ahmad Badawi

Language: Malay (Bahasa Malaysia), English, Hokkien, Cantonese, Tamil

Ethnic Background: Malay 61%, Chinese 30%, East Indian 7%, Indigenous Tribes 2%

GDP: C\$101.9 billion (1994) **Per Capita Income:** C\$5226 (1994) **GDP Growth:** 8.7% (1994)

Currency: Ringgit (RM) =C\$0.55 **Inflation:** 3.7% (1994) **Unemployment:** 3% (1993)

Major Trading Partners (1993) (US\$ million)

<u>Exports</u> (Total: 47.0)	<u>Imports</u> (Total: 45.5)
1. ASEAN members (13.1)	1. Japan (12.5)
2. United States (9.6)	2. ASEAN members (5.5)
3. Japan (6.1)	3. United States (7.7)
4. United Kingdom (2.0)	4. Taiwan (2.5)
5. Hong Kong (1.9)	5. Germany (1.7)

Canadian Trade Statistics (C\$ million)

	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u> (Jan-June)
Exports	256.7	295.7	238.9	223.7	267.0	219.0
Imports	380.2	436.0	603.9	877.1	1,213.6	683.1
Balance	-123.6	-140.3	-365.0	-653.3	-946.6	-464.1

Major Canadian Exports 1994 (C\$ million)

Fertilizers	61 901
Pulp and paper	54 499
Organic chemicals	37 389
Mechanical machinery, parts	17 704
Cereals	17 135

Major Canadian Imports 1994 (C\$ million)

Electrical machinery, parts	805 226
Mechanical machinery, parts	112 479
Textiles	74 204
Rubber, articles thereof	70 777
Toys, games	20 579

Main Sectors of Opportunity for Canadian Business

- | | |
|--|---|
| 1. Oil and gas equipment and services | 4. Power, energy equipment and services |
| 2. Transportation equipment and services | 5. Agri-food products and services |
| 3. Advanced technology products and services | |

EDC Status: On cover

CIDA Status: Category II

Resident Canadian Bank: Bank of Nova Scotia

Canadian Representatives in Malaysia: High Commissioner, Mr. John P. Bell; Commercial Counsellor, Mr. Paul Lau, Canadian High Commission, P. O. Box 10990, 50732 Kuala Lumpur, Malaysia, Tel. (60-3) 261-2000, Fax (60-3) 261-3428, Telex (84) 30269

Department of Foreign Affairs and International Trade, Southeast Asia Division (PSE): Ms. Pamela O'Donnell, 125 Sussex Drive, Ottawa, ON, K1A 0G2, Tel. (613) 996-5824, Fax (613) 944-1604

Malaysian Representatives in Canada: High Commissioner, Dato Abdullah Zawawi bin Haji Mohamed, 60 Boteler Street, Ottawa, ON K1N 8Y7, Tel. (613) 241-5182, Fax (613) 241-5214
Commercial Attaché, Ms. Rusiah Mohamad, 80 Richmond Street West, Suite 905, Toronto, ON M5H 2A4, Tel. (416) 869-3886, Fax (416) 869-3883

SOCIAL AND ECONOMIC INDICATORS—MALAYSIA

Indicator	Measure	
Gross Domestic Product per capita, 1994	C\$	\$5 258
<i>Social indicators</i>		
Life expectancy	Years	70.8
Infant mortality, 1992	Per 1000 live births	13
Total fertility rate, 1992	Births per woman	3.6
Immunization, 1992	% of one year olds	90
<i>Human Resources</i>		
Population, 1992/Estimated year 2000	Millions	18.8/22.3
Population growth rate, 1992-2000	Annual %	2.2
Labour force (ages 15-64), 1990-93	% of total population	38
Expenditure on education, 1990	% of total public expenditures	18.8
Expenditure on education, 1990	% of GNP	6.9
Literacy, 1992	% of age 15 +	82
Gross enrollment, 1990	% of ages 6 - 23	45
No. of pupils to one teacher, 1990	Secondary	19
Population/physician, 1988-91		2564
Access to safe water	% of population	72
<i>Economic indicators</i>		
Food production per capita, 1992	1979-81 = 100	187
Total commercial energy consumption, 1980-92	Average annual growth rate	10
Military expenditures, 1992	% of GDP	4.8
No. of televisions, 1995	People per telephone	6.8
Copies of daily newspapers, 1992	Per 100 people	12
No. of telephones, 1989-90	Per 100 people	10.8
No. of motor vehicles, 1989-90	Per 100 people	12

Source: *Human Development Report 1995*. United Nations Development Programme, New York.

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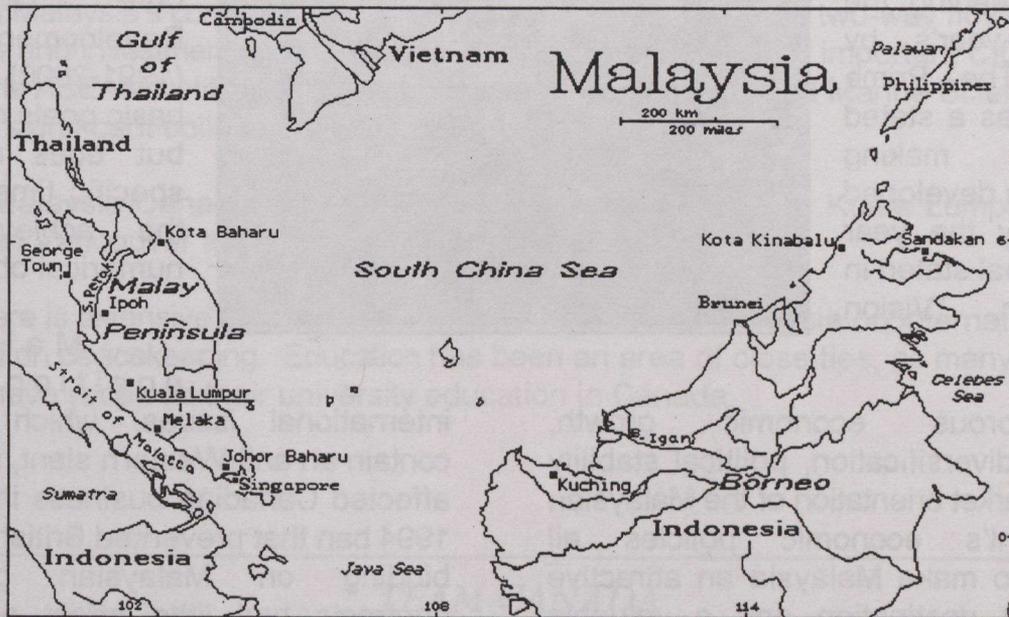
APPENDIX II: EXHIBITIONS/TRADE SHOWS IN SOUTHEAST ASIA

APPENDIX III: CANADA—MALAYSIA IMPORT AND EXPORT FIGURES, 1993 - June 1995

INTRODUCTION TO MALAYSIA

Malaysia is a federation composed of 11 states on the Malay Peninsula and two East Malaysian states, Sabah and Sarawak, on the island of Borneo. Peninsular Malaya became independent from Britain in 1957 and joined with Singapore, Sabah and Sarawak to form Malaysia in 1963. In 1965, Singapore left Malaysia to become an independent republic.

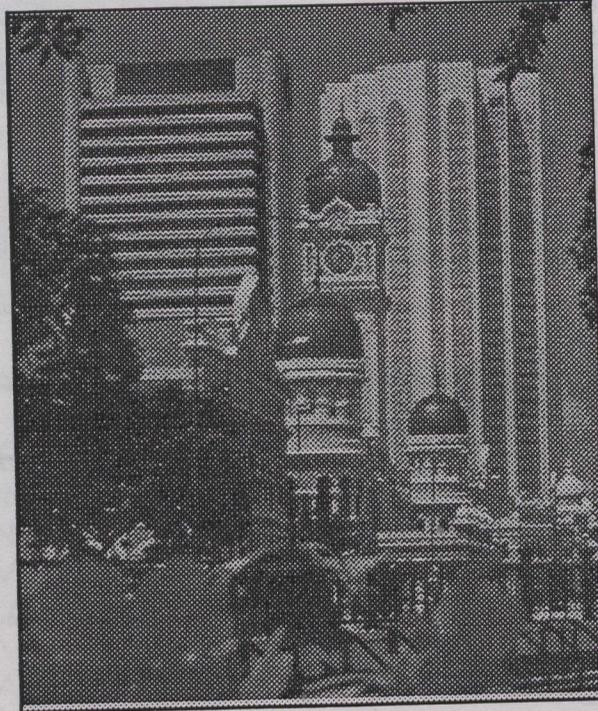
Since independence, Malaysia has been ruled by a multiracial (Malay, Chinese and Indian) coalition, now called the Barisan Nasional (National Front). The most influential member of the Barisan Nasional Coalition is the United Malays National Organization (UMNO). The current Prime Minister, Dr. Mahathir Mohamad, has been in office since 1981 and his coalition was most recently re-elected by a healthy majority of the population in April 1995.



Malaysia has a population of nearly 19 million people, composed of four major ethnic groups: Malays (57%), Chinese (32%), East Indian (9%) and mainly indigenous peoples (3%) located primarily in East Malaysia. The country has a Westminster-style parliamentary system, with a constitutional monarch and a federal prime minister who governs with the consent of the majority in the elected House of Representatives.

Government involvement in the economy is strong, with its economic policy directions laid out in a series of five-year plans. The private sector is the major engine of economic growth, with the government offering many incentives to private enterprise. These incentives are expected to continue.

The Malaysian economy was traditionally based on the export of primary products, including tin, rubber, timber, palm oil and petroleum. Services have now become the largest economic sector. Recent strong prices for certain commodities and a boom in the manufacturing sector have also strengthened the Malaysian economy, which has performed extremely well in recent years. In 1994, real GDP growth was 8.7%, exceeding the previous year's by 0.2%. The Prime Minister has a stated goal of making Malaysia a developed country by the year 2020 (a goal stated in his plan "Vision 2020").



riots in Kuala Lumpur in May 1969 were caused in part by Malay anxiety over their economic position within the country. In response, the goal of the government's New Economic Policy (NEP) was to reduce poverty and to increase Malay ownership of the economy to 30% by 1990. By 1990, Malay (or "Bumiputra"—son of the soil) ownership of the economy had risen to about 20%, a significant increase, but still short of NEP targets. The successor to the NEP, the National Development Policy (1991-2000), retains the basic goals of the NEP, but does not set a specific time frame for the achievement of numerical objectives.

Vigorous economic growth, industrial diversification, political stability and the market orientation of the Malaysian government's economic policies all combine to make Malaysia an attractive investment destination and a valuable economic and trading partner for Canada.

► Political Environment

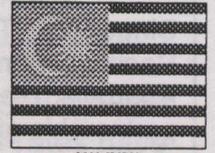
Race relations, or communal relations, remain an important fact of political life in Malaysia. Traditionally, the Malays have been predominant in government, while the Chinese have formed the entrepreneurial class. The race

Malaysian positions on international issues, which sometime contain an anti-Western slant, have never affected Canadian business interests. A 1994 ban that prevented British firms from bidding on Malaysian government contracts had little effect on the two countries' bilateral trade. Private business during the ban continued uninterrupted and Britain even moved from a trade deficit to a trade surplus situation with Malaysia in the January to June 1994 period. While diversified in terms of partnerships, Malaysia remains heavily dependent upon Organization for Economic Co-operation and Development (OECD) markets and sources of capital and technology, and is extremely solicitous toward foreign trade and investment.



CANADA

CANADA—MALAYSIA RELATIONS



MALAYSIA

Canada and Malaysia have a long history of friendly relations dating from the 1950s. Canada was a major contributor to Malaysia's economic development under the Colombo Plan. Canada and Malaysia are also members of the Commonwealth (Kuala Lumpur follows Victoria as the next host of the Commonwealth Games in 1998).

Moreover, Canada's status as a "Dialogue Partner" with the Association of Southeast Asian Nations (ASEAN) has ensured continued co-operation on a wide variety of issues. The Canada-ASEAN Centre, a C\$15-million project of the Canadian International Development Agency (CIDA), promotes regional exchanges and is active in Malaysia. Canada's development assistance program in Malaysia has been re-oriented and now focuses on supporting Malaysia's continued industrial development by featuring two-way flows of capital, technology and investment, and the pursuit of mutual interests. Two important CIDA regional projects, the ASEAN Institute of Forest Management and the ASEAN Marine Science project, represent significant collaborative ventures.

A Malaysia-Canada Business Council was established in Kuala Lumpur in 1989. Chapters in Vancouver and Toronto have opened since.

There is extensive co-operation between Canada and Malaysia on international forest issues and on peacekeeping. Education has been an area of close ties, as many Malaysian students have received their university education in Canada.

TEAM CANADA

Team Canada in Malaysia groups Canadian companies, the Canadian High Commission and other interested Canadian agencies and organizations under the following mission statement:

"Advancing Canadian interests by building sustainable partnerships".

This is part of an overall move to set clear priorities for Canada in Malaysia, coordinate programs and activities, and raise Malaysian awareness about Canada. This last objective is being achieved through a special "Canada in Malaysia" media strategy. For more information, contact the Canadian High Commission in Malaysia.

Canada and the Association of Southeast Asian Nations (ASEAN)

ASEAN, founded in 1967 and comprising Brunei, Indonesia, Malaysia, the Philippines, Singapore, Thailand, and soon Vietnam, is the most successful regional organization in Asia Pacific. Canada became an ASEAN Dialogue Partner in 1977. Other Dialogue Partners are Australia, the European Union (EU), Korea, Japan, New Zealand and the USA. This dialogue partnership gives Canada special access to ASEAN to discuss issues of mutual concern.

For Canadian business, the ASEAN region is a solid market with fast growing middle-class consumer populations, a high demand for capital and infrastructure investments, and competitive production costs. Domestic markets are being progressively liberalized as new intra- and inter-regional trading patterns develop. In 1992 the ASEAN heads of government agreed to create an ASEAN Free Trade Area (AFTA). As of January 2003, AFTA's trade liberalization measures will be fully implemented to serve a combined market of some **350 million consumers**. This kind of economic cooperation facilitates the work of Canadian companies in both national and regional contexts in Southeast Asia. The transportation, telecommunications, power, environment and natural resource development sectors are particularly promising for the Canadian private sector.

The Canada-ASEAN relationship is becoming increasingly substantial. An Economic Cooperation Agreement signed in 1981 was revised in 1993. Economic talks take place in the Joint Cooperation Committee (JCC), which meets regularly at the senior officials level. Through the JCC, Canada is working with ASEAN to address specific market access problems, and is also exploring ways to improve Canadian market share in ASEAN as a whole, in the face of increasing regional and non-regional competition. In addition, the Canadian Foreign Minister, along with the other Dialogue Partner ministers, meets his counterparts at the ASEAN Post-Ministerial Conference (PMC) every year.

Canada and ASEAN have founded a number of institutions dedicated to strengthening commercial and cultural ties between Canada and the ASEAN member countries. The **Canada-ASEAN Centre (CAC)** in Singapore works to:

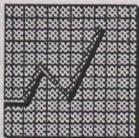
- 1) raise awareness about Canada in ASEAN, and vice versa;
- 2) promote the Canadian private sector in ASEAN by facilitating Canada-ASEAN business relationships, and;
- 3) create and support innovative business and science and technology strategies that will increase Canada-ASEAN business and commerce.

The CAC also operates a number of joint projects with the **Asia Pacific Foundation of Canada**, an agency based in Vancouver, BC that runs cultural, educational, business and media programs which serve to strengthen Canada's involvement in ASEAN and in the entire Asia Pacific region. One of these programs is the **CanAsian Businesswomen's Network**, which works to improve women's access to business opportunities both in Canada and in ASEAN by offering valuable personal introductions and referrals in a member's target country. For more information, contact the Network's Canadian Coordinator at Tel. (604) 684-5986, Fax (604) 681-1370.

The CAC's Executive Director is Mr. Ian Robertson and its address is 80 Anson Road, #15-02 IBM Towers, Singapore 0207, Tel. (65) 225-7346, Fax (65) 221-7885. The CAC also has representatives in ASEAN countries, see *Appendix I* of this document for their coordinates. The Asia-Pacific Foundation's address in Vancouver is 666 - 999 Canada Place, Vancouver, BC, V6C 3E1, Tel. (604) 684-5986, Fax (604) 681-1370. Its Chairman is Mr. Michael Phelps.

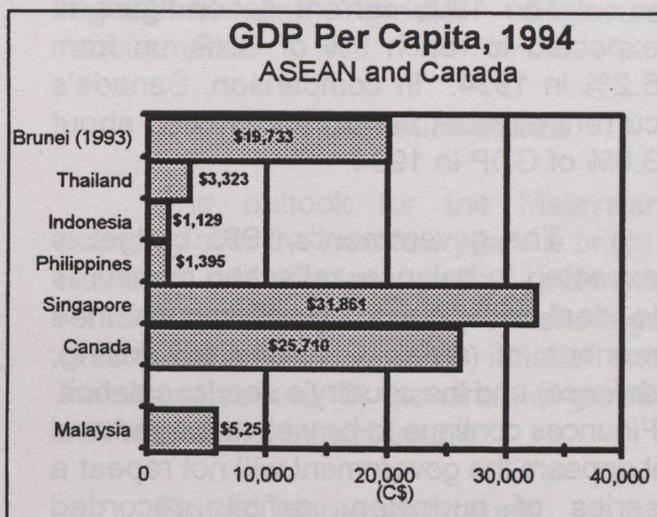
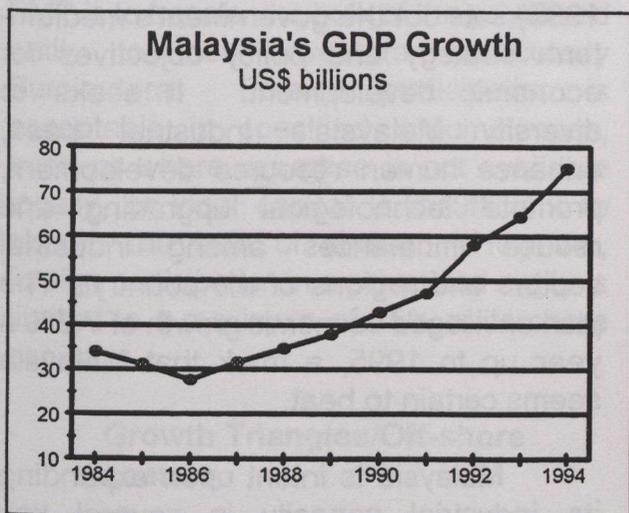
In 1986 the Canadian Chamber of Commerce and each ASEAN country's national Chamber of Commerce and Industry created the **ASEAN-Canada Business Council (ACBC)**. The current Canadian Executive Director is Ms. Jai Mathu who can be reached at the Canadian Chamber of Commerce, Suite 1160, 55 Metcalfe Street, Ottawa, ON, K1P 6N4, Tel. (613) 238-4000, Fax (613) 238-7643.

Canadian business associations in each of the ASEAN countries also work to support commercial relationships. Their addresses can be found in *Appendix I* of this document.



MALAYSIA: ECONOMIC UPDATE

The Malaysian economy grew at 8.7% in 1994, continuing its strong GDP growth rates of the late 1980s (between 8% and 10% per annum). These rates have meant that Malaysian gross domestic product (GDP) per capita grew from approximately C\$1416 in 1983 to C\$5258 in 1994—Canada's GDP per capita stood at C\$25 710 in 1994. Growth continues to be supported by strong national savings, which have averaged 31% of GNP over a five-year period, and a rising tide of foreign capital; the Kuala Lumpur stock market has been among the world's best performers since 1987.



After a torrid 8.7% growth pace in 1994, the first half of 1995 saw GDP expansion accelerate to 9.6%, well above the forecast growth of 8.4%. A major engine for growth is infrastructure investment which soared 38% in 1994 and continues at full throttle. Projects include the US\$6 billion Bakun dam in Sarawak, the US\$8 billion new administrative centre, the US\$4 billion Kuala Lumpur airport, the bridge to Singapore, new facilities for the 1998 Commonwealth games and several urban-transit projects.

A major success has been to keep inflation restrained, despite the tight labour

market conditions (unemployment has fallen below 3%, essentially equivalent to full employment, and labour is being imported from around the region). However, wage growth is robust (10% p.a. in manufacturing) and consumer price inflation is forecast to accelerate. These fears have not been borne out as yet as the inflation rate has stayed in the 3.5% range so far this year. This moderate price growth reflects a combination of falling import tariffs and monetary restraint (mostly through banking regulatory controls).

The current account deficit increased to 6.5% of GDP in 1994 as Malaysia continued to rely on external financing for its development drive. Official expectations are for this to be sustained in 1995 and 1996, however, driven the domestic boom, this could increase to the 7.5 to 8.5% range. The fiscal balance has however improved and has been in surplus since 1993.

The 1995 current deficit figure is expected to reach 9% of GNP, up from 6.2% in 1994. In comparison, Canada's current account deficit represented about 3.8% of GDP in 1994.

The government's 1995 budget is expected to balance, reflecting measures to deal with "bunching" of imports in a number of areas (aircraft, oil drilling, defence) and the country's services deficit. Finances continue to be well managed and it appears the government will not repeat a series of budgetary deficits recorded between 1989 and 1992.

• **Economic profile**

The diversification of the Malaysian economy has been an integral part of its growth. Its structural profile is becoming increasingly similar to that of a developed economy, with services (including wholesale, retail, financial, insurance and governmental) now the largest sector—accounting in 1993 for 32.6% of GDP, followed by manufacturing at 30%, agriculture at 15.8%, mining at 7.9% and construction at 4%. Agriculture's share of GDP has decreased from 38% in 1960 to 15.8% in 1993, but is still large compared to that of most industrialized countries.

► **Economic development plan**

The central objective of current long-term economic planning in Malaysia is the realization of Prime Minister Mahathir's goal to make Malaysia a fully developed country by the year 2020. This realization is based on a doubling of Malaysia's GDP every 10 years between 1990 and 2020.

The Sixth Malaysia Plan (1991-1995) sets out the government's medium-term strategy and policy objectives for economic development. It seeks to diversify Malaysia's industrial base, enhance human resource development, promote technological upgrading and reduce imbalances among industrial sectors and regions of the country. The plan envisaged economic growth of 7.5% a year up to 1995, a mark that Malaysia seems certain to beat.

Malaysia is intent upon expanding its industrial capacity in several key sectors, and is targeting more capital-intensive and high-technology projects. It is also intent on improving its service capacity and identified the freight, education and consulting sectors for improvement in its most recent budget. A variety of measures will be introduced, such as improving port facilities, upgrading human resource development and technological capabilities, and constructing technical education centres.

In promoting greater private sector participation in economic expansion, the government has privatized a number of state enterprises. By the end of the decade, 246 state enterprises are expected to have been privatized and

almost 200 000 employees will have been transferred to the private sector. The four main methods of the Malaysian Privatization Master Plan (PMP) are (a) sale of assets or equity; (b) lease of assets; (c) management contract; and, (d) "build-operate-transfer", where the private sector constructs a facility with its own funds, operates it for a concessionary period, and then transfers it to the Malaysian government. The goal of the PMP is to transfer the bulk of the privatized entity to local investors, particularly Bumiputera. Foreign participation is acceptable in specified circumstances, such as where expertise is not available locally, or local capital is insufficient to absorb the sale of shares. However, foreign participation in a privatized entity is limited to a maximum of 25% of its share capital.

- **Growth Triangles/Off-shore centres**

Transnational growth triangles are neighbouring geographic areas of three or more countries that co-operate in various complementary sectors of economic development and trade. They offer incentives for manufacturing companies to establish themselves within these specified areas. Malaysia is part of several growth triangles: the Eastern Growth Triangle, established in March 1994, is the biggest in physical area and covers Brunei, the states of Sabah and Sarawak in Malaysia, the Indonesian provinces of Kalimantan, Maluku and Sulawesi and the island of Mindanao in the Philippines. The areas of co-operation include construction, transport, energy, forestry, fisheries, conservation and tourism. Malaysia's

southern state of Johor is part of a growth triangle that includes Singapore and Indonesia's Batam Island. It is envisaged that all the ASEAN growth triangles will become free trade zones.

The Malaysian government also wants to see Kuala Lumpur become an Islamic banking and regional capital market centre, and Labuan an off-shore financial centre. It promises more effective regulation and greater disclosure requirements.

- **Economic pressure points**

The outlook for the Malaysian economy over the next few years is bright. However, Malaysian policy planners remain concerned about (1) the shortage of labour at all skill levels, (2) inflation and interest rates and (3) the strain of growth on the national infrastructure.

- **Skilled labour shortages**

With unemployment at 3%, Malaysia stands closer to full employment than at any other time in its history. The rapid pace of development has tightened the labour market across the board, from manufacturing sectors to information technology to textiles. This has resulted in the need to import labour from neighbours such as Indonesia, Sri Lanka, the Philippines and Bangladesh. The thrust of the next phase of the government's development initiatives will emphasize mechanization and automation as a longer-term solution to broadening the manufacturing base. High-technology and linkage industries will be encouraged through tax incentives and subsidies.

Human resources development is seen as a key ingredient in the country's development impetus. The New Economic Policy (1970-1991) focused on the issue of Bumiputra (indigenous) ownership of wealth and achieved a figure of 20.3% in 1991 compared to 3% in 1970. The current National Development Policy emphasizes the development and nurturing of a commercially viable and well-trained community of Bumiputra entrepreneurs and managers who can maintain and enhance their wealth. Foreign partners or entities that are able to provide the necessary training in technology and knowledge building will find many opportunities for strategic linkages.

- **Infrastructure**

Malaysia boasts an infrastructure in ASEAN second only to that of Singapore. However, the high growth rate has created

bottlenecks in ports, roads and utilities. The government has responded to this under a new economic plan committed to infrastructure development. Spending on infrastructure in the sixth Five-Year Plan is at its highest levels ever, representing 29.3% of total spending, or RM\$17.2 billion. While the government is primarily concentrating on transportation projects, there are increasing demands for power capacity and transmission system improvements.

- **Pollution**

With its Southeast Asian neighbours, Malaysia is beginning to face the environmental problems that go hand-in-hand with a growing economy. Air and water pollution are widespread, and Kuala Lumpur in particular suffers regularly from a haze problem caused by forest fires and vehicle exhaust fumes.

MALAYSIA'S BUSINESS ENVIRONMENT



- **The Market**

Malaysia represents a market of 20 million people whose appetite for capital goods and consumer and luxury items continues to grow.

The commitment to increased foreign investment will continue, albeit on a more selective basis. The government has identified the following as priority sectors for further development: manufacturing, infrastructure and civil engineering, financial services and shipping. Foreign investments and joint ventures with the greatest potential for

technology and knowledge transfer will be most favoured for Government subsidies and incentives.

- **Forms of investment**

Foreign investors can operate in Malaysia either by establishing a subsidiary or by entering into a joint venture with a local partner. In some cases, foreign companies are allowed to register branch offices.

Companies that are export-oriented are generally permitted to have foreign ownership of between 30% and 100%, depending on how much of their

total production is exported. Manufacturing companies that export at least 80% of their output and fulfil certain other conditions may be wholly foreign-owned. Conversely, companies that cater primarily for the domestic market are required to have between 70% and 100% Malaysian ownership.

Industrial estates, Free Zones and Licensed Manufacturing Warehouses have also been established to cater specifically to the needs of manufacturing companies, as well as to encourage export-oriented production.

Industrial estates provide basic infrastructure such as roads, water, power and telecommunication facilities. Free Zones are specifically designed for manufacturing establishments producing or assembling products essentially for export. Imports of raw materials, parts, machinery and equipment for export manufacture are subject to minimum

customs control and formalities, as are the exports of finished products. To date, 12 Free Zones have been established. Licensed Manufacturing Warehouses have been established where a Free Zone is neither practical nor desirable. These warehouses are accorded similar facilities as those factories operating in the Free Zones.

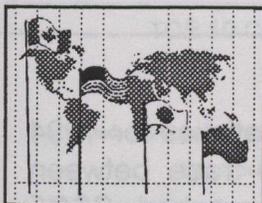
- **Investment incentives**

Under the Promotion of Investment Act of 1986, both local and foreign companies can apply for a range of investment incentives, including taxation relief. Such incentives include exemption from a profits tax for pioneer status companies, an investment tax allowance, research and development incentives and export incentives that encourage companies to export locally manufactured products.

MAJOR CENTRES PROFILE—MALAYSIA

Name	Location	Population	Economic activities	Access
Kuala Lumpur (National capital)	48 km inland from west coast Port Kelang	1.3 million	Commercial and financial centre, government, manufacturing	International airport, North-South highway, rail (4200 km)
Johor Bahru	Capital of Johor state, southeast peninsular Malaysia	2 million in state	Port facilities for oil/petroleum; palm, vegetable oils, dry bulk; manufacturing; tourism	Causeway to Singapore, international airport, road, rail
Port Kelang	On Straits of Malacca, 48 km from Kuala Lumpur	2 million in state	Major port facilities for latex, tropical oil, timber exports, petroleum and wheat imports	Rail, road
Georgetown	Capital of Penang state, northwest corner	1 million+ in state	Port facilities for tin, rubber, copra, oil, rice, timber, palm oil exports	Ferry, road (bridge to island), international airport
Kuching	Capital of state of Sarawak, on north coast of island of Borneo	1.7 million in state	Natural resources (timber, oil, gas, palm oil, coal, gold), tourism, Eastern Growth Triangle	Ferry, inland train
Kota Kinabalu	Capital of state of Sabah, north coast of island of Borneo	1.8 million in state	Natural resources (timber, oil, gas), Eastern Growth Triangle	International airport, ferry, inland train

MALAYSIA'S GLOBAL TRADE



Malaysia's global merchandise trade reached US\$118.3 billion in 1994, up from US\$30.6 billion a decade earlier. This demonstrates an average annual growth rate of 14.5% over the last 10-year period.

Both import and export levels have more than tripled since 1983. Malaysia recorded a trade deficit in 1994 of US\$900 million; its last deficit (US\$2.3 billion) had been in 1991.

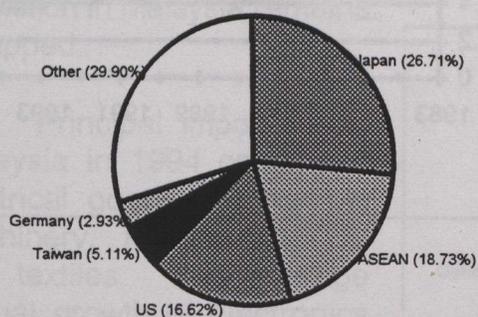
Total imports amounted to approximately US\$59.6 billion in 1994. Japan was the largest source of imports for Malaysia in 1994, accounting for 26.7%

of the total, followed by the ASEAN countries at 18.7% and the United States at 16.6%. Surging imports have been associated with improved consumer confidence and spending. Infrastructure development projects are also generating new demands for imported capital goods.

Total exports in 1994 amounted to just over US\$58.7 billion. Over half of Malaysia's exports go to the ASEAN countries, the United States and Japan. Malaysia's main exports in 1994 consisted of manufactured products and raw materials. They included electronics and electrical machinery as the most important exports, followed by petroleum and liquid natural gas, logs and timber, palm oil and textiles.

Malaysia's Major Trading Partners

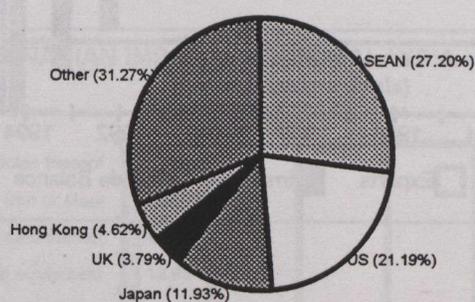
1994 imports: US\$59.6 billion



(ASEAN Nations = Brunei, Indonesia, Philippines, Singapore, Thailand)

Malaysia's Major Trading Partners

1994 exports: US\$58.7 billion

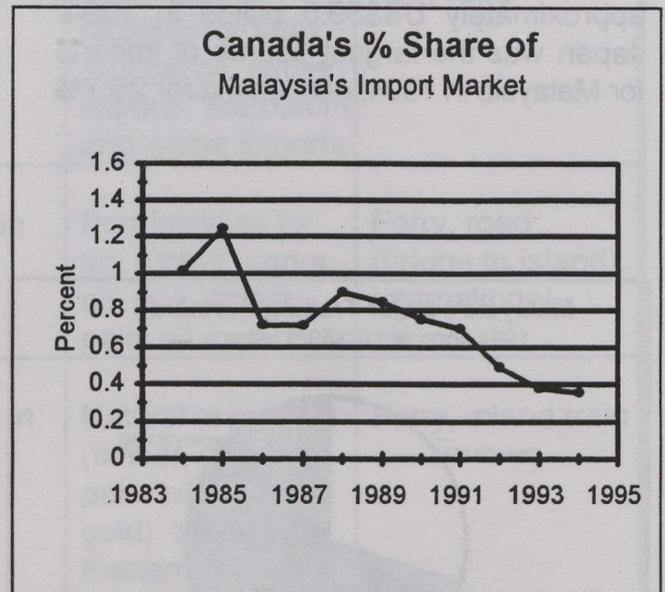
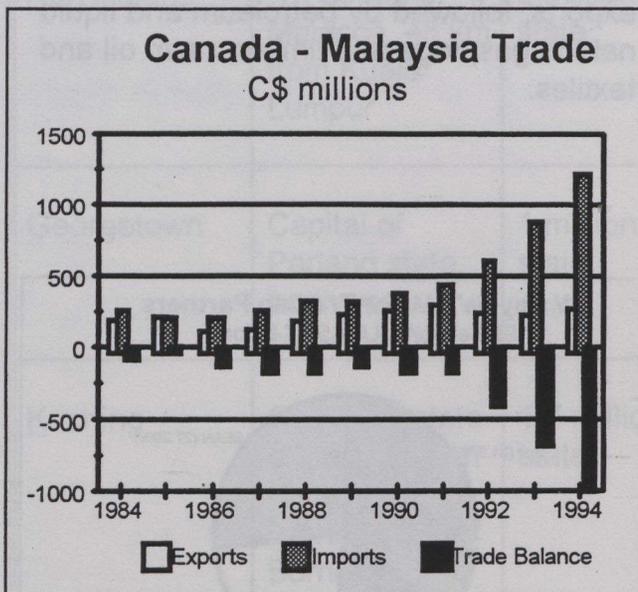


(ASEAN Nations = Brunei, Indonesia, Philippines, Singapore, Thailand)

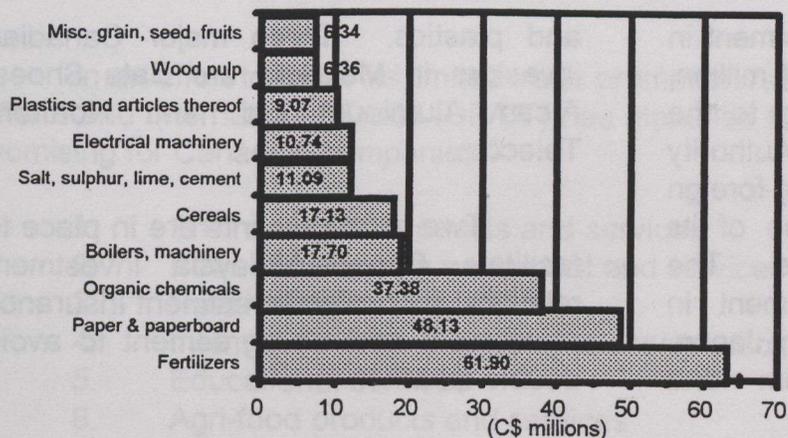
CANADA—MALAYSIA TRADE

Canada and Malaysia are founding members of the World Trade Organization. Malaysia is a beneficiary of Canada's General Preferential Tariff, whereby tariff rates are roughly two-thirds of those applied to trading partners with Most Favoured Nation status. The GPT applies largely to manufactured and semi-manufactured goods with the exception of textiles, apparel, footwear, some steel products and a few other products.

Canadian trade statistics for 1994 show that total bilateral trade between Canada and Malaysia reached C\$1.5 billion; bilateral trade stood at C\$285 million a decade ago. The 1994 trade balance was in Malaysia's favour by C\$924.7 million. In 1994, Canadian exports of C\$293.5 million accounted for approximately 0.36% of all Malaysian imports in that year. In comparison, Canada's 1983 market share in Malaysia was 0.73%, it rose to 1.25% in 1985, and has since declined—there remains much room for improvement.



**TOP 10 CANADIAN EXPORTS TO MALAYSIA
(1994 - Customs Basis)**

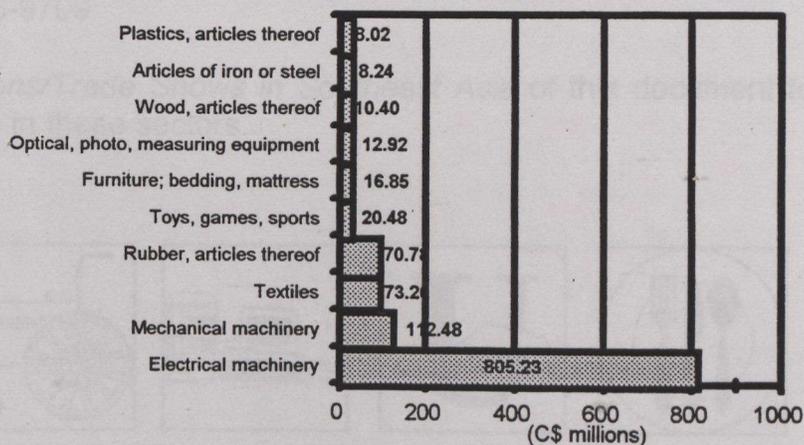


Principal exports to Malaysia comprise fertilizers, pulp and paper products, organic chemicals and machinery. For these key commodities, exports in the nineties have expanded at phenomenal rates. Organic chemicals exports have increased at an annual rate of over 80% since 1991; paper products and fertilizer exports grew by 77% and 80% respectively in 1994; machinery and mechanical appliance exports grew by 44% in 1993.

It should be noted that the exports of Canadian services approximate merchandise exports in value. The most important Canadian services sectors are construction services for large public sector civil work; professional and business services for environment-related industries, geo-satellite mapping, computer software systems development and engineering consultancy; industry-specific support services such as consultancy for the oil and gas industry; and, financial services, mainly commercial banking. Important final services trade with Malaysia include education and tourism. Canadian institutions have recently become involved in a variety of special co-operative agreements with Malaysian universities and technical colleges that will increase the number of students travelling to study in Canada. While Canada is a net importer of tourism services from Malaysia (in 1994, 28,000 Canadians visited Malaysia; 17,000 Malaysians visited Canada), the potential for Canadian tourism promotion in Malaysia remains untapped.

Principal imports from Malaysia in 1994 comprised electrical goods, mechanical machinery, rubber products and textiles. The average annual growth of electronics imports since 1988 is about 43%.

**TOP 10 CANADIAN IMPORTS FROM MALAYSIA
(1994 - Customs Basis)**



CANADIAN INVESTMENT IN MALAYSIA

Canada's net direct investment in Malaysia in 1994 totalled C\$354 million, triple that of 1993. According to the Malaysia Industrial Development Authority (MIDA), Canada ranks 13th among foreign investors in terms of the value of its investments in Malaysian firms. The majority of all foreign investment in Malaysian companies comes from Japan, Taiwan, the United Kingdom and Singapore.

Canadian manufacturing presence is well-established in Malaysia; early investment was established more than 30 years ago. The various forms of Canadian investment range from joint ventures and technology and management agreements to wholly-owned subsidiaries. There are about 40 signed agreements involving Canadian firms in the manufacturing and service sectors. The most important Canadian investments in manufacturing are in electronics, textiles and footwear, and base metals; smaller investments include chemicals, paper, wood, rubber

and plastics. Three major Canadian investors in Malaysia are Bata Shoes, Alcan Aluminum Ltd. and Northern Telecom.

Two arrangements are in place to facilitate Canada-Malaysia investment relations: a Foreign Investment Insurance Agreement and an agreement to avoid double taxation.

- **Enterprise Malaysia Canada program**

This program, funded by the Canadian International Development Agency (CIDA), but delivered through the private sector supports the development of joint ventures between Canadian and Malaysian firms. To date, 25 such joint ventures have been created and many more are in the pipeline. See *Appendix I: Useful Contacts and Publications* of this publication for contact names and numbers.

PRIORITY SECTORS

In an effort to focus its limited trade promotion resources, the Department of Foreign Affairs and International Trade (DFAIT) has identified the following sectors in Malaysia as promising for Canadian companies:

1. Environmental products and services
2. Power and energy equipment and services
3. Health care
4. Information technology and telecommunications
5. Educational services
6. Agri-food products and services

Brief market profiles for these sectors follow. A number of these profiles are based on full market studies commissioned by the Canadian High Commission in Malaysia, and can be obtained from the High Commission at

(Street address) Plaza MBF, 7th Floor
Jalan Ampang, 50450 Kuala Lumpur
Federation of Malaysia

(Mailing address) P.O. Box 10990
50732 Kuala Lumpur
Federation of Malaysia

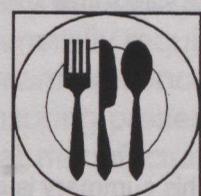
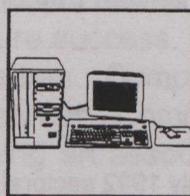
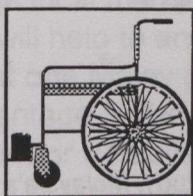
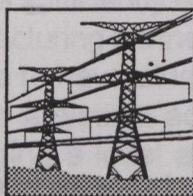
Tel. (60-3) 261-2000, Fax (60-3) 261-1270 or 261-3428

or from

InfoCentre

Department of Foreign Affairs and International Trade
Tel. 1-800-267-8376 (Ottawa/Hull area call 944-4000)
Fax (613) 996-9709

See *Appendix II: Exhibitions/Trade Shows in Southeast Asia* of this document for relevant trade promotion activities in these sectors.



1. ENVIRONMENTAL PRODUCTS AND SERVICES*



- **Opportunities exist in hazardous/toxic waste, municipal waste and industrial effluent management, as well as air pollution control.**

Political, economic and social changes are taking place in Malaysia that may prove profitable for Canadian companies who are far-sighted and aggressive enough to capitalize on the emerging opportunities in Malaysia's environmental sector.

Malaysia's rapid industrialization and sustained high levels of economic growth have had a negative impact on the environment. Growing public awareness and concern for the environment is being translated into environmental action and increased political will. As with many rapidly developing countries, Malaysia has had to "run to keep in place" in the environmental sector. For instance, Malaysia has some of the world's strongest environmental regulations on the books, but has had difficulty in developing sufficient human resources to fully enforce them. Malaysia's solution to supply constraints in a number of areas has been to enlist the private sector; this is also being done in the environmental sector. For instance, the Malaysian government has privatized air and water quality monitoring in order to generate the data needed to better enforce existing regulations. This project has gone to a joint venture which includes Bovar Inc. of Calgary.

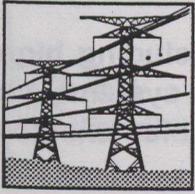
The government has privatized the nation's sewerage treatments systems, now being run by the Indah Water Konsortium (IWK), which includes Northwest Water of the UK. This will result in a huge investment in new and upgraded systems over the next few years and, given the bottom-line approach of IWK, creates opportunities for Canadian companies with cost-effective solutions to sewerage problems.

The government has awarded a contract for a private hazardous waste incineration facility to a consortium, Kualiti Alam, which includes a Danish group, I. Kreuger. This project has been delayed for some time, but there is increasing pressure to forge ahead as a serious backlog of hazardous waste is being stored by Malaysian manufacturers. Estimates are that some 50% of all manufacturers have run out of space to store such waste. This creates an opportunity for Canadian companies who can move quickly to provide Malaysian manufacturers with cost-effective waste reduction and management systems.

Tenders have closed on a municipal waste project which would see all of the nation's solid waste systems privatized. As with the results of the IWK privatization, this will create opportunities for Canadian suppliers in this area.

*This summary is based in part on a July 1992 sectoral study, *Malaysia's Environmental Industry*, conducted for the Canadian High Commission in Kuala Lumpur. The complete study can be obtained from the High Commission or DFAIT's InfoCentre.

2. POWER AND ENERGY EQUIPMENT AND SERVICES*



- **Opportunities exist in generation, high voltage transmission and low voltage distribution equipment including equipment such as SCADA (supervisory control and data acquisition), power line carriers, current transformers and reactors, and switchgear. Service opportunities exist in such areas as utility swapping and on-site training.**

Malaysia's GDP growth of over 8% per annum over the past seven years has been mirrored in an even more rapid increase in demand for electricity. The Economic Planning Unit of the Prime Minister's Office anticipates the growth rate will be 14% per annum for the immediate future.

Peak demand for electricity grew from 3840 megawatts (MW) in 1990 to 5530MW in 1993, a rate of increase of 13% per annum.

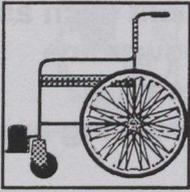
Surging demand began to outstrip supply in the early 1990s prompting the state power utility (Tenaga Nasional Berhad or TNB) to launch a fast track program to bring on additional capacity. Five independent power producers (IPPs) have also been approved and will bring some 4500MW of capacity on line this year. All of the IPPs and virtually all of TNB's fast track plants are gas-fired turbines. This means that 75% of Malaysia's electrical power will be generated by gas by the end of 1995. In order to move towards a more balanced four-fuel (i.e. oil, gas, coal and hydro) position, the next few years will see hydro- and coal-fired plants being emphasized. The main project in the pipeline at present is the 2400MW, C\$8-billion Bakun hydroelectric project which will transmit power from Sarawak, on the island of Borneo, to peninsular Malaysia.

With a comfortable reserve margin now in place, increased emphasis is being placed on upgrading the transmission and distribution systems. TNB plans to invest some RM30 to RM40 billion over the next 5 years in this area including the construction of a number of 500-kilovolt transmission lines. There is considerable opportunity for Canadian manufacturers, especially ones willing consider local manufacturing operations, to help supply this massive systems upgrading.

Where a sufficiently large local market exists for the product, a carefully selected joint venture manufacturing partner will help to ensure success. Malaysian law generally requires new companies to have at least one Malay partner. Companies with a constant presence in Malaysia have a distinct advantage in the market. Common means of ensuring presence include engaging a local agent or establishing an association with a local manufacturing company.

*For further information on this sector, please contact the Canadian High Commission in Malaysia.

3. HEALTH CARE*



- **Opportunities exist in medical equipment sales, including high-technology items, as well as in emergency medicine systems and training implementation and simple, disposable medical accessories.**

The allocation for medical care in the Sixth Malaysian Plan (1991-1995) totals C\$1.127 billion, compared to C\$490.5 million in the previous plan. This huge increase is required for the implementation of 20 nucleus hospitals, the upgrading and rehabilitation of 13 existing general and district hospitals and of rural health services and the construction of a new cardiothoracic centre. Health services will be further enhanced by the improvement of pathological and radiological services and the provision of increased specialist services in medicine, surgery, pediatrics, obstetrics and gynaecology. The privatization of medical services will mean an increase in purchases of medical equipment by the private sector as well as a new demand for higher technology. Emergency medicine systems and training implementation is a priority.

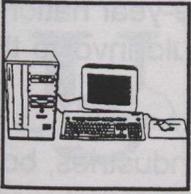
Malaysia has begun production of mainly simple disposable accessories such as surgical blades, forceps, scissors, syringes and vein puncture sets. These do not pose much of a threat to importers for several reasons:

- ▶ local companies are mainly manufacturing for their parent companies overseas;
- ▶ Malaysia still lacks the technology and skilled labour to produce its own sophisticated medical equipment and is entirely dependent on imported products to meet domestic demands; and
- ▶ the domestic market is not large enough to justify the establishment of factories to produce high-technology equipment.

However in recent years, manufacturers are encourage to invest in the manufacturing of generic pharmaceutical (e.g., over-the-counter drugs or medications). Traditional medication manufacturers are also investing in upgrading and modernization of their facilities and factories.

*This summary is based on an October 1993 sector study, *Medical Devices & Assistive Devices for Home Health Care and Institutions*, commissioned by the Canadian High Commission in Kuala Lumpur. The complete study can be obtained from the High Commission or DFAIT's InfoCentre.

4. INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS*



- Opportunities exist in information technology facilities management services and there is continued demand for geomatic information systems and image processing. Telecommunications support industries will also represent a growing market.

► Information Technology

Spending on information technology (IT) will continue to increase, particularly in the public sector, financial services and the manufacturing and retail industries.

The computer software market is dominated by imports, although there are a number of local software companies developing their own software applications for the local market. Foreign firms such as Microsoft Corporation, Borland, Lotus, Dun and Bradstreet Software Services and Systems, and Applications and Products AG have established offices in Malaysia.

A number of tertiary institutions (such as polytechnics, universities and colleges) offer a variety of computer training and diploma courses to ensure that the demand for IT personnel can be met in the future. The demand for IT consulting continues to grow and a number of established consulting firms and vendors are present in the market. The market for bureau services appears to be diminishing although there is growing awareness and interest in specific niche areas such as facilities management services.

The Canadian presence in the Malaysian IT market consists mainly of geomatic image processing and computer disaster recovery. Product awareness is critical for the successful launch of software packages, as are competitive costing and client services.

► Telecommunications

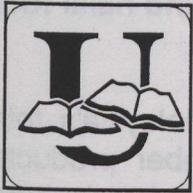
Malaysia introduced a new National Telecommunications Policy (NTP) in 1994, which effectively allows other telecommunications carriers into a market previously dominated by Telekom Malaysia. New licensees must still, however, interconnect with the national operator (Telekom) and other carriers, as stipulated in all new licences.

*The information technology summary is based on the March 1993 *Market Study on Computer Products and Services in Malaysia*, commissioned by the Canadian High Commission in Kuala Lumpur. The complete study can be obtained from the High Commission or DFAIT's InfoCentre.

The extension of telephone services to rural areas will continue with an investment of C\$695 million. Rural telephone use is projected to increase by 12% annually, while the number of rural pay-phones will increase at an average of 20% a year. A five-year national information systems development program has been announced, which would involve the computerization of 125 district agencies.

Most analysts agree that the real winners of the NTP are the support industries, both domestic and foreign. The NTP encourages the development of local telecommunications components and this is backed up by fiscal and export incentives. The need for foreign participation, in particular technology transfer, is recognized by both the government and existing major players.

5. EDUCATIONAL SERVICES*



- **With 70 000 students studying in post-secondary institutions overseas in 1994, there is a considerable market for educational services in Canada and in Malaysia.**

Malaysia is currently facing a severe shortage of well-qualified scientists, professionals, managers, engineers and skilled technicians. It is estimated that 1.5 million professionals will be required for the period 1990-2020. In addition the Economic Planning Unit of the Prime Minister's Office estimates that the workforce share of administrative and managerial workers needed will increase to 4.5% in 2020 from 2.5% in 1990. To meet the Ministry of Health's target of "health care for all by the year 2000," an estimated 3000 doctors and 2500 dentists will have to be educated overseas between 1991 and 2000. Lastly, recent estimates indicate that by the year 2000 Malaysia may face a shortage of over 120 000 vocationally-trained workers. Technical skill development, quality assurance training and management development are the highest demand areas for short-term training in Malaysia.

Because of limited access to educational institutions in Malaysia, in 1994 the number of Malaysian students overseas exceeded 70 000. Malaysians are estimated to spend some C\$1.5 billion on education in North America, Europe and Australia. Since Malaysian independence in 1957, over 70 000 Malaysians have been educated in Canada. In 1993, 2300 Malaysians were undertaking studies in Canada, representing over C\$45 million in tuition fees and living expenses. In order to encourage more international students to come to Canada, Education Canada (Malaysia), a centre funded by the Canadian International Development Agency (CIDA), officially opened in 1989. The Centre provides comprehensive information and counselling to Malaysian students and participates in education fairs and other outreach activities. In recognition of the importance of this sector, this role will now be undertaken by a new Canadian Education Centre, with an even broader mandate to market Canadian Educational services. In addition, The Canadian High Commission in Kuala Lumpur is implementing an education plan of action for Malaysia. This initiative will increase awareness of Canadian education capabilities and promote Canada as an exceptional provider of quality education.

Also of interest for educational service providers is Malaysia's official goal to become both an educational centre of excellence and the regional centre of education in Southeast Asia. The Malaysian government is considering changes in legislation to allow for the establishment of branch campuses of reputable foreign universities.

*For more information on education marketing in Malaysia, please contact the Asia-Pacific Regional Co-ordination Division at DFAIT at (613) 943-0899, or the Canadian High Commission in Kuala Lumpur.

6. AGRI-FOOD PRODUCTS AND SERVICES*



► **There are good export prospects for fresh and processed fruits, bulk commodities such as soya beans and wheat, and halal food products.**

In 1993, agricultural trade accounted for 14% of Malaysia's total two-way trade. Agricultural exports (including forestry/timber products) amounted to US\$10.0 billion (an increase of 18% over 1992) and agricultural imports amounted to US\$3.0 billion (an increase of 8% over 1992). Leading import items include food and feed grains, fruits and vegetables, fish, dairy products and sugar. In 1993, Canada exported C\$32 million of agri-food products to Malaysia; these accounted for approximately 16% of total Canadian exports to Malaysia. Exports consisted of C\$24.1 million in wheat (75% of total agri-food exports), C\$4.7 million in soy beans (5%), C\$580 000 in dried peas (2%) and C\$450 000 in frozen french fries (1.5%).

Major domestic crops are palm oil, rice, rubber, fresh pineapple, cocoa and raw sugar. The swine sector, after poultry, is the second largest livestock sector in Malaysia. Agriculture employs 21% of the Malaysian work force.

In January 1993, Malaysia announced a new National Agricultural Policy (NAP) for 1992-2010. The NAP policy statement aims to modernize Malaysian agriculture through greater mechanisation, technology use, efficiencies of scale, and extension services and training for farmers. Malaysia has set itself a growth target of 3% annually in the value-added component of agricultural output.

In general, Malaysia's food and trade policies are not overly restrictive. It should be noted that because the country is predominantly Muslim, there are halal slaughter and certification requirements that must be satisfied for the importation of beef and poultry products. Food items that contain any animal product also require halal certification for purchase by a Muslim consumer. Effective October 28 1994, import duties for more than 600 food and agricultural items were reduced or abolished.

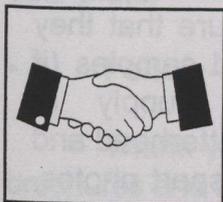
Several factors contribute to the growing attractiveness of the Malaysian market for imported food products. They include increasing levels of disposable income and growing affluence among consumers, the proliferation of Western-style restaurants, and the expansion of five-star hotels and fine diners. Consequently, more demand is expected for consumer-oriented products such as fresh and processed fruits and vegetables, frozen french fries, frozen beef, snack foods, food and beverage ingredients, poultry products and non-alcoholic and alcoholic beverages. Canadian industry associations representing canola, soybeans and swine genetics have identified Malaysia as a priority market.

*More information on this sector can be obtained from the High Commission in Kuala Lumpur or from DFAIT's agri-food trade officer in Southeast Asia, Ms. Eileen Durand, who is based at the Canadian High Commission in Singapore (see address in *Appendix 1: Useful Contacts and Publications*).

DOING BUSINESS IN MALAYSIA

- ▶ **Doing business in Malaysia requires commitment to a long-term effort. Business is often conducted on the basis of personal relationships or rapport.**
-

BUSINESS RELATIONSHIPS



Malaysians tend to be reserved in their initial meetings with foreigners and will not generally offer information or enter into in-depth

discussions. Compared with Westerners, Malaysians adopt a much more consensual approach in group dynamics. The Western readiness to challenge and probe and to "get right down to business" is not the Malaysian style. Instead, it is appropriate to ask about personal interests, family, sports and views on issues of general interest to build rapport. Insistence on receiving an "adequate" response to an unanswered question, no matter how important, will only embarrass a Malaysian, especially if other Malaysians are present.

You do not have to have "all the answers." Honesty about what you do and do not know builds credibility and trust. As a practical matter, avoid being critical of Canada, Canadians or your competitors, as this only serves to undermine your credibility. Canadian visitors who take the time to develop a personal relationship of friendship and

trust with their Malaysian counterparts will find their business dealings to be much more fruitful.

- ▶ **Political issues are highly sensitive and risky, especially since business and politics enjoy closer ties in Malaysia than in many Western countries.**

Malaysians are proud of their democratic values and institutions. Although the government is embarking on an ambitious privatization program, its role in influencing business decisions is still significant. Visitors are not likely to know where particular minefields lie, so it is better to confine questions to general politics.

Singapore's split from the Malay federation in 1965 was peaceful, but sensitivities linger. The two countries cooperate extensively, but there is a strong natural rivalry between them across all sectors of competition, from sports to economic development. Avoid comparisons between Malaysia and Singapore.

BUSINESS DEVELOPMENT

► **Business appointments**

Experienced Canadian exporters have found that a prospective Malaysian client must be assured of the commitment of the company and the quality of the product(s) he or she is considering. The best introduction to Malaysia and its business opportunities is through a personal visit, since local businesses prefer to meet and deal with their prospective suppliers. When you arrive in Malaysia, you face the challenge of convincing local buyers of your competitiveness and the value of your products. The establishment of legitimacy and a long-term commitment is of primary importance to a successful business strategy.

The pursuit of contacts with the Malaysian business community and a generally conservative approach to business play a significant role in Canadian business strategy. Knowledge of Malaysian business methods and customs is also important. A good local representative will usually arrange meetings, ensure compliance with local business practices and act as a facilitator. Often, the first meeting serves as a get-acquainted session during which the buyer can evaluate your capabilities against current sources. Social interaction can be central to the process of business development.

You should plan to arrive on time for business appointments, bearing in mind that traffic can be congested in certain areas at certain times and taxis are not always available.

A complete product and company presentation should be made in the initial stages of business contact. This may include literature, specifications, samples and prices, and delivery and quality control information to allow the buyer to evaluate both you and product or service you offer.

When visiting new markets, experienced exporters ensure that they have product literature and samples (if appropriate), an ample supply of business cards, company letterhead and thank-you notes, extra passport photos, and small give-aways with their company name or logo.

- **In Malaysia, you should focus the bulk of your attention on the highest ranking individual/official with whom your meeting is scheduled.**

Malaysian society is hierarchy-conscious. When meeting with Malaysians, Westerners often make the mistake of addressing the room or group rather than the VIP. Make eye contact. Avoid preaching/lecturing at all costs and listen attentively. Body language such as yawning or lounging during meetings, pointing with the index finger and putting feet up on a table is rude and inappropriate, as are loud voices, theatrics, rowdiness and boisterous conversation. (Pointing at either objects or people when necessary, is done using a loosely closed fist with the thumb perched on top as a pointer.)

Do not be excessively firm in your handshake. Some Malaysians prefer to touch palms and bring the hand back to the heart to signify a greeting accepted with sincerity. Have a good supply of business cards for both formal and casual functions. Business cards may be offered with the right hand or both hands. Briefly study a card given to you before putting it away. If it is offered to you at a table, it is acceptable to keep the card alongside your plate.

► **Follow-up**

Thank-you notes, samples, brochures and other promised information should be sent as soon as possible.

Appropriate follow-up can be crucial to the success of a business visit. Regular correspondence with Malaysian contacts and agents will prove your

interest and sincerity. Remember to copy the Canadian High Commission in Kuala Lumpur on any correspondence; it will be difficult for the trade staff to follow your progress or intercede on your behalf if they have not been kept in the loop.

► **Dress code**

Malaysia is predominantly a Muslim country and modest dress is advisable. Men should wear a long-sleeved white or plain-coloured shirt and tie for business meetings. A jacket can be added when meeting senior officials. A long-sleeved batik shirt and long trousers are often worn for evening events. Shorts and casual shirts should be avoided. Women should dress for business as they would in Canada, remembering to cover their shoulders and avoid very short skirts and shorts.

REPRESENTATION

Companies wanting to appoint agents or distributors should deal directly with a recognized person or firm who is familiar with the latest government regulations and who has established contacts with end-user organizations.

Canadian exporters to Malaysia can employ a number of marketing methods. Exports can be handled through appointed agents or distributors, established Malaysian trading firms or through setting up a representative firm, sales office or branch office.

It can be advantageous to deal with native Malay or Bumiputra-controlled agencies that receive special preference under the Malaysian National Economic Policy. The Malaysian government frequently awards tenders to Bumiputra companies, or companies in which Bumiputra hold majority shares. In awarding contracts to foreign firms, the government is very conscious of the Malaysian element involved in the bid; this involvement can be measured in terms of local expertise, work force and material.

The Canadian High Commission in Kuala Lumpur can provide you with lists of suitable agents in Malaysia. You would then write to the recommended firms directly and, once contact is established, plan a meeting with the agents in order to select one. Agents selected should be appointed for a trial period of about one year. The presence of an agent does not preclude regular

visits to Malaysia to support the agent's efforts and show the customer organization(s) that you are a serious supplier.

Technical support in the form of regular product updates, modifications and developments are important to the agent's training and maintaining product credibility.

IMPORT REGULATIONS

In its 1995 budget, the Malaysian government abolished import duties on a wide range of over 800 items, including food production equipment, plastics, iron and steel, electric motors, and printing equipment. It also reduced duties on a number of other items. In its desire to

become more export-oriented, it has allowed the reconditioning of used machinery to facilitate the use of imported inputs in export items. All these measures serve to bring Malaysia closer to fulfilling its World Trade Organization and ASEAN Free Trade Area obligations.

TENDERING ON PROJECTS

Malaysian government agencies are responsible for the procurement of infrastructure equipment for power, water, irrigation and transport development. These purchases are often arranged with foreign suppliers in response to international tendering. Successful project bidding requires close contact with the Malaysian government departments and international agencies responsible for project planning and implementation. Canadian companies should choose a Malaysian representative or associate in advance of a tender call to allow their involvement at

the earliest possible stage. Only companies willing to invest a significant amount of time in the Malaysian market are advised to seek out these kinds of projects.

Procurement by Malaysian government agencies may be financed internally through Malaysian government funds or through international financial institutions such as the Asian Development Bank (ADB) or the World Bank. Procurement procedures vary with the government department, lending country and international agency.

Companies requiring further information on World Bank opportunities should contact the Office of Liaison with International Financial Institutions at the Canadian Embassy in Washington, D.C., Tel. (202) 682-7788, Fax (202) 682-7789.

Companies interested in competing for ADB contracts should :

1. Register themselves or their organization with DACON (Data on Consultants) or DICON (Data on Individual Consultants) at the ADB. This is a lengthy but obligatory process. Care should be taken when filling out the required forms to ensure that they are as detailed and accurate as possible. This is the first thing the ADB project officers consider when developing a usually long list of possible contractors for individual projects. To obtain these forms, please contact The Manager, Consulting Services Division, Central Projects Services Office, Asian Development Bank, P.O. Box 789, 1099 Manila, Republic of Philippines, Tel. (632) 711-3851, Fax (632) 741-7961.
2. Obtain a subscription to the monthly ADB publication, *ADB Business Opportunities*, which provides information about upcoming loan and technical assistance projects. This should be perused at length and is vital for advance identification of projects of interest. To obtain a subscription, contact Subscriptions, Information Office, Asian Development Bank, P.O. Box 789, 1099 Manila, Republic of Philippines, Tel. (63-2) 711-3851, Fax (63-2) 741-7961. The cost of this invaluable publication (in US dollars to be paid by check, draft or money order drawn on a US account, or by an international money order in US dollars drawn on a bank elsewhere) is US\$100 for 12 months or US\$160 for 24 months.

Further details related to registering and bidding on Asian Development Bank projects can be obtained from Mr. Art Fraser at the Canadian Embassy in Manila, the Philippines, Tel. (63-2) 810-8861, Fax (63-2) 810-1699.

LABOUR AND EMPLOYMENT OF FOREIGNERS

Malaysia's labour force consists of more than seven million workers. They are generally reliable, productive and open to skill development. The level of literacy is among the highest in Asia and industrial training is provided at government vocational and technical schools. The Malaysian government requires foreign companies to make every effort to train Bumiputra for jobs.

Average hourly wages, in Malaysian ringgit, are as follows:

Unskilled factory/plantation worker	15
Semi-skilled factory/plantation worker	20-25
Junior to supervisory positions	750-1500 (monthly)
Non-professional, non-managerial positions	1500-3500 (monthly)
Managers	3500+ (monthly)

An annual bonus worth one- to three-months' wages is customary.

The Malaysian economy is operating at full employment and the shortage of workers at all skill levels will be the major labour concern over the next few years. Any comparative advantage Malaysia once enjoyed by providing cheap and abundant labour has been eroded by low-cost producers such as China and Vietnam. Malaysia is trying to move into higher value-added and technology-intensive industries and to compete on strong productivity levels.

- **Unions**

It is estimated that 10-15% of the labour force is unionized; this figure rises to 20% for the manufacturing sector. There are large and active trade unions in plantations, banking and government services. The Malaysian government encourages in-house rather than industry- or nation-wide unions. It has persistently refused to allow the registration of a national union in the electronics industry since the 1970s. The ILO Committee on Freedom of Association has ruled that the Malaysian labour laws violate the right of freedom of association. Despite this ruling, the Government has stood firm in its refusal to allow a national electronics workers union, a sector regarded critical for continued economic growth. A recurring theme in speeches by Prime Minister Mahathir and other Malaysian officials is that attempts by organized labour in Western countries to promote unionization in Malaysia is a deliberate strategy to undermine Malaysian economic competitiveness.

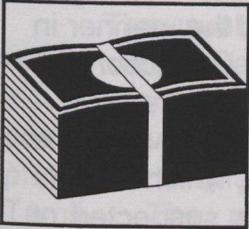
The Malaysian Ministry of Human Resources offers conciliation services for labour disputes, or such disputes may be referred, by the Ministry or the concerned parties, to the Industrial Court of Settlement. Awards by this Court are legally binding.

- **Work permits**

Foreigners who take up employment must obtain a work permit. It is the policy of the Malaysian government to ensure that Malaysians are eventually trained and employed at all levels of industry. Until such time, foreign companies are allowed to bring in workers if no suitable Malaysian is available. In addition, certain "key posts" may be permanently filled by foreigners. For these positions, including executive and non-executive positions, applications should be submitted to the Malaysian Industrial Development Authority at the time of obtaining approval for the project (see address in *Appendix 1: Useful Contacts and Publications*).

Malaysia has between 400 000 and one million illegal migrants. Many of these migrants are from Indonesia and the Philippines. The government has to date turned a blind eye to illegal migrants, given labour shortages in important sectors such as manufacturing. However, if the economy begins to slow, the presence of large numbers of foreigners could be one cause of social tension in Malaysia.

BANKING AND LOCAL FINANCE

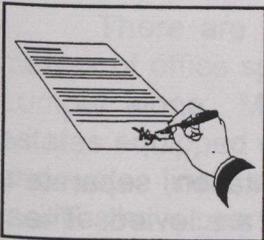


Malaysia has a well-developed and sophisticated banking system that provides an important source of capital for commercial and industrial development. Of the 38 commercial banks operating in Malaysia, 22 are domestic and the rest are foreign branches. Bank Negara Malaysia, the central bank, supervises the banking system, acts as banker and financial adviser to the government, issues

currencies and enforces exchange control regulations.

The Bank of Nova Scotia has a commercial branch in Kuala Lumpur. Its street address is Menara Boustead, 69 Raja Chulan, 50200 Kuala Lumpur, Tel. (60-3) 241-0766, Fax (60-3) 241-2160. Its postal address is P.O. Box 11056, 50734 Kuala Lumpur.

LEGAL SYSTEM



The Malaysian legal system is a blend of the British common law system, administered by the High Court, Islamic law, administered by the Shariah Courts and customary (adat) law. Statute law based on the British model dominates the commercial and criminal areas while Islamic law is applied in areas such as family law. Adat law is used in the land tenure system.

Malaysia. There is an international arbitration centre located in Kuala Lumpur. In addition, in contrast to the situation in some other Asian countries, foreign lawyers are permitted to appear in arbitration proceedings.

► **Dispute resolution**

Disputes may be resolved through litigation in Malaysian courts. Alternatively, parties to a dispute may wish to opt for arbitration to resolve a dispute. Arbitration is well-established in

► **Intellectual property protection**

The Registrar of Trademarks and Patents controls trademark and patent registration. Foreign applicants are required to submit applications to local resident agents and provide a local address for service. New applications are subjected to a thorough search and examination by the registrar before acceptance for advertisement in the *Government Gazette*.

Trademark protection is governed by the Trademarks Act of 1976. Once a trademark is registered, no person or enterprise other than the owner is authorized to use it. The protection of a trademark is not limited in time, provided its registration is periodically renewed and its use continues.

Under the Patents Act of 1986, the only method of patent protection in Malaysia is by obtaining the Malaysian grant of a patent. Protection for registered patents is good for 15 years from the date of grant.

The Copyright Act of 1987 provides for comprehensive protection of copyrightable works and peripheral issues pertaining to copyright. The Act

outlines the nature of works, including computer software, eligible for copyright, the scope of protection and the manner in which the protection is accorded. Duration of protection is 50 years. A unique feature of the Act are the provisions of enforcement, which include powers to enter premises suspected of having infringing copies, power to search and seize infringing copies and contrivances and a special team of enforcement officers. Foreign works are protected if they are made or published in Malaysia within 30 days of appearing in their country of origin.

Malaysia has joined the Berne Convention on the Protection of Literary and Artistic Works.

TAXATION

Income tax is levied on individuals and companies. Companies resident in Malaysia must pay income tax on their worldwide income. Foreign companies not resident in Malaysia but carrying on business in Malaysia must pay tax on income sourced in Malaysia. The test of residence for companies is one of management and control. The corporate tax rate is a flat 34%, except for petroleum exploration companies, which are taxed at a rate of 45%. The applicable tax rates for individuals range from 2% to 34%.

A sales and service tax (SST) was introduced in the 1992 Budget. Pending

the SST's full implementation, separate sales and service taxes are levied. The sales tax of 5% to 15% is charged on goods manufactured and sold locally and on goods imported for domestic consumption. The scope of the existing service tax was enlarged in 1993 and now covers not only goods and services sold by hotels, restaurants and bars but also services provided by telecommunications companies, real estate agents and recreation clubs.

Price controls are applied to some basic commodities such as rice, sugar, milk, bread, cement, petrol, kerosene and liquefied petroleum gas.

ADVERTISING AND RESEARCH

The usual advertising facilities and media used in Canada are also available in Malaysia. Newspapers have comparatively high circulation and are printed in English, Malay, Chinese and Tamil. The major English-language newspapers are the *New Straits Times*, the *Star*, the *Sun*, the *Business Times* and the *Malay Mail*. The government-controlled radio and television and an

independent television system also provide advertising time in all the principal languages. The type of promotion will depend on your product and the target market.

Before embarking on a comprehensive promotional campaign, it is advisable to consult a Malaysian advertising or public relations firm.

PRICE SURVEY

Commercial and Residential Rents

There are about 2 million square metres of office space available in Kuala Lumpur alone. More than 140 industrial estates equipped with independent power and water lines and telecommunications facilities have been established throughout Malaysia. Leases are for 60, 90, or 99 years. Foreign companies are allowed to purchase land and construct their own buildings on industrial estates. Purchase

prices range from RM3.50 to RM30 per square foot.

Car rental

A small, air-conditioned, self-drive car may be hired for about RM150 a day. Car hire can usually be arranged at the larger hotels and airports and driving licences from most countries are valid in Malaysia. Traffic drives on the left.

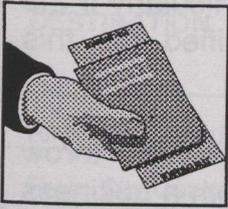
The following chart presents approximate prices for several principal centres in Malaysia:

City/Town	Rental Office (sq. ft.)	Rental Transport (monthly)	Rental Residential (monthly)	Instant Offices (monthly)	Secretarial Services (monthly)
Kuala Lumpur	C\$5	C\$2000	C\$3000	C\$3000	C\$300
Johor Bahru	C\$5	C\$2000	C\$3000	C\$3000	C\$300
Port Kelang	C\$2.50	C\$2000	C\$2500	n.a.	C\$200
Georgetown	C\$2.50	C\$2000	C\$2500	C\$2000	C\$200
Kuching	C\$3	C\$2000	C\$2000	n.a.	C\$250
Kota Kinabalu	C\$3.50	C\$2000	C\$2000	n.a.	C\$300

1. Maximum rental rates of office space based on per square foot.
2. Average rental rate based on Volvo 240 or vehicle of similar capacity.
3. Maximum residential rental rates based on bungalow lots.
4. Average to maximum rental rates of instant offices are offices with pay-as-you-use facilities e.g., secretary, reception, conference room, maintenance, cleaners. Maximum office space 400 square feet.
5. Maximum secretarial services rates.

GENERAL INFORMATION

ENTRY REGULATIONS



Travellers to Malaysia should be aware that their passports must have a minimum remaining validity period of six months before being permitted to board a flight to Malaysia. In addition, all Canadians must be in possession of confirmed airline tickets for onward or return journey and sufficient funds for maintenance during their stay.

Visitor's visas are not required for citizens of Commonwealth countries such as Canada. Short-term social and business visit passes are issued at the point of entry on presentation of a valid passport. Business passes are strictly for persons conducting business activities and do not cover permanent employment or supervision of any installation/construction activities. Visit, employment, dependant and student visas require sponsorship from an Malaysian individual, company or educational institution.

• Customs

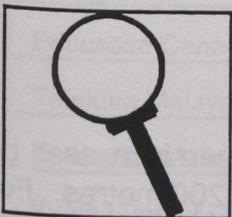
With the exception of certain free trade zones, goods imported to Malaysia are subject to customs duties.

Visitors can import duty-free up to one litre of wine or spirits and one carton of 200 cigarettes or 200 grams of tobacco or cigars. The importation of dutiable goods such as video equipment may be subject to a refundable deposit of 50% of the value of the goods. It is advisable to have the purchase receipt on hand should the deposit be requested.

Narcotics, pornography, video games depicting gambling, sex and/or horror, daggers and flick knives are prohibited. Firearms and ammunition require a special permit.

There is a mandatory death sentence for persons convicted of contravening the narcotics laws.

SECURITY GUIDELINES FOR CANADIAN BUSINESSES OPERATING ABROAD



Canadians are more vulnerable to attempts by foreign interests to gain unauthorized access to Canadian proprietary information or technology when they are doing business abroad. Foreign governments and their representatives, which may include state-owned or -

funded corporations, can act with more temerity in their own territory. The following guidelines apply generally overseas and are not intended to suggest Canadians are particularly vulnerable in Malaysia.

The rule of thumb on what company information to bring is: if it is not necessary for a particular business

activity, do not bring it. Here are some additional tips:

- The best practice is to carry sensitive business information—on diskette or on paper—on your person. Briefcases and luggage can be searched at points of entry or exit, or if left unattended at your hotel, or in the offices of the company with which you are doing business.

- Try to avoid discussing sensitive business information over the phone, or transmitting it by unencrypted fax.

- Hire your own interpreter from an outside agency recommended by a neutral party or by the Canadian Embassy.

- Think twice about staying in a hotel recommended by the foreign government or business. Their choice may be a local business which cooperatively allows them access to the hotel safe, or to your room. Or hotel rooms or office facilities provided by host companies or governments may be electronically monitored. Be guarded in your conversations. Ironically, a public place (city park, shopping mall, tourist attraction) may be a safer location to discuss sensitive business details.

- Be wary of making use of laptop computers provided by hotels or foreign business contacts. Even if you don't save your information to the hard drive, some data can be retrieved, particularly if the machine has been modified for this purpose.

- Be careful what you throw away—discarded notes from a business meeting may contain proprietary information which could be of great use to a competitor, or to a company with whom you are conducting negotiations.

- A Canadian company, one of the top contenders for a contract worth millions of dollars, lost the opportunity to bid after contracting a local courier company to deliver their bid package. The courier company delivered the bid late; the company believes the late delivery was intentionally engineered by one of the company's competitors.

The Canadian Security Intelligence Service (CSIS) is responsible for investigating activities that pose threats to the security of Canada. Such activities include the efforts of foreign governments and state owned or directed corporations to acquire unauthorized access to Canadian proprietary information or technology. CSIS has offices in all major Canadian cities.



TAXIS

Taxis are inexpensive and for the most part air-conditioned, although some are in poor mechanical and physical condition. The meter rate in Kuala Lumpur begins at RM1.50 for the

first two kilometres and then increases by 10 sen increments every 200 metres. For Kuala Lumpur, there is an additional 50% surcharge after 11 pm. Taxis outside major cities are not metered. Fares from Subang Airport to the Kuala Lumpur city centre are about RM22. A 50% fare

surcharge for airport service is required between 1:00 am and 6:00 am.

The chart below gives times and distances for travel in Kuala Lumpur.

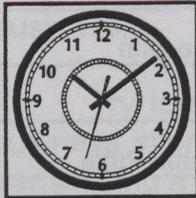
DESTINATION	TRAVELLING TIME		LOCATION
	<i>Peak</i>	<i>Off-peak</i>	
Airport to Canadian High Commission	90 min	45 min	Jalan Ambang
From City Centre/High Commission to:			
Prime Minister's Department	35 min	25 min	Jalan Dato Onn
Ministry of International Trade & Industry	35 min	20 min	Jalan Duta
Ministry of Foreign Affairs	40 min	25 min	Jalan Wisma Putra
Ministry of Science, Technology & Env't	25 min	15 min	Jalan Raja Laut
Ministry of Transport	30 min	20 min	Damansara Heights
Ministry of Agriculture	25 min	15 min	Jalan Sultan Salehuddin
Ministry of Energy, Telecommunications & Posts	30 min	20 min	Jalan Semantan
Ministry of Defence	20 min	10 min	Jalan Semarak
Ministry of Education	30 min	20 min	Pusat Bandar Damansara
Ministry of Health	30 min	20 min	Jalan Dungun
Economic Planning Unit	35 min	25 min	Jalan Dato Onn
Department of Veterinary Services	30 min	20 min	Bukit Damansara
Ministry of Health	30 min	20 min	Jalan Cenderasari
Malaysia Industrial Development Authority (MIDA)	30 min	20 min	Damansara
Petroleum Nasional Bhd (PETRONAS)	30 min	20 min	Dayabumi Complex
Tenaga Nasional Bhd	30 min	20 min	Bangsar
Education Canada	25 min	15 min	Jalan Sejahtera
Telekom Malaysia Bhd	30 min	20 min	Pantai
Enterprise Malaysia Canada	25 min	15 min	Jalan Raja Chulan
Kuala Lumpur General Hospital	25 min	15 min	Jalan Pahang
Port Klang	90 min	60 min	North Port/West Port

Note: Peak periods fall between 7 am and 9 am, 12 noon and 2 pm, and 5 pm and 7 pm.

TIME DIFFERENCE

Malaysian time is 12 hours ahead of Canadian Eastern Standard Time, 13 hours ahead of Daylight Savings Time (October-April).

BUSINESS HOURS



The Muslim week is observed in the states of Kelantan, Kedah, Johore, Perlis and Trengganu. In these states, businesses close on Thursday afternoon and all of Friday, but are open on Saturday and Sunday. All other states observe the more familiar weekend of Saturday and Sunday.

Business hours for government departments are 8:00 am to 4:15 pm Monday to Friday and 8:00 am to 12:45 pm on Saturday. Lunch breaks are from 12:45 pm to 2 pm Monday to Thursday, and 12 noon to 2:30 pm on Friday (to allow for prayers).

Banks are open from 10:00 am to 3:00 pm on full working days and from 9:30 am to 11:30 am on half days.

Commercial organizations are open from 9 am to 5 pm. Most shopping outlets and restaurants have flexible hours and remain open late in the evening.

HOLIDAYS



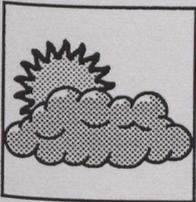
Public holidays in Malaysia reflect the country's multi-religious character. All states observe a common base of 11 public holidays. In addition, each state observes as a holiday the birthday of the ruler or governor of the state and two to four religious holidays; check these with the Canadian High Commission if you are planning to visit any of the states. Holidays marked with an asterisk are based on the Islamic lunar calendar and alter every year.

January 1	New Year's Day
January 31 - February 1	Chinese New Year
February 1	Federal Territory Day
March 3, 4	Hari Raya Puasa*
May 1	Labour Day
May 10	Hari Raya Qurban*
May 14	Wesak Day*

May 31	Awal Muharram* (Maal Hijrah)
June 3	Birthday of HM Yang di Pertuan Agong
August 9	Birthday of the Prophet Mohammed*
August 31	National Day
October 23	Deepavali (Hindu holiday)
December 25	Christmas Day

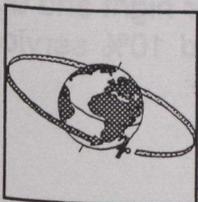
The most important religious and cultural festivals of all groups are set aside as national holidays. A unique development within Malaysia is the "open house" whereby members of all groups visit the homes of those celebrating religious holidays, for example, Deepavali (Indian Hindus), Chinese New Year, Christmas and Hari Raya (Malays, Muslims). Do not expect to conduct business effectively during the fortnight after start of Chinese New Year or during Hari Raya, the Muslim New Year. Appointments are also kept to a minimum during the Muslim fasting month of Ramadan. The Canadian High Commission in Kuala Lumpur closes for some of these holidays and some Canadian holidays. Always check before you plan a business trip to ensure the organization or company you wish to see will be open.

CLIMATE



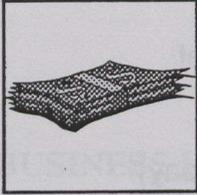
Malaysia's climate is hot and humid, varying little throughout the year except in terms of rainfall, which tends to be seasonal. The wet season for the east coast of West Malaysia (peninsular Malaysia) and all of East Malaysia (Sabah and Sarawak) is from October to March. The wet season for the west coast of West Malaysia is May to September. Rainfall ranges from 2000 to 2500 millimetres annually. Daily coastal temperatures typically range between 21°C (70°F) and 32°C (89°F), depending on elevation. Relative humidity is high.

COMMUNICATIONS



Telecommunication services are excellent and all major cities in the world can be reached by telephone, telex or fax. The direct-dial country code for Malaysia is 60, the city code for Kuala Lumpur is 3. Postal services are extensive and efficient. It takes about one week for air mail between Canada and Malaysia.

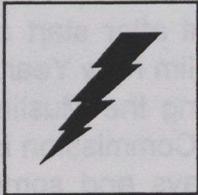
CURRENCY



The Malaysian ringgit (RM) is freely convertible and in February 1995 was worth C\$0.55. There are no restrictions on the amount of foreign currency that may be brought into Malaysia or taken out. Foreign currencies and travellers cheques are conveniently exchanged for the ringgit. Exchange facilities are available at banks, hotels and certified money changers.

Ringgit notes come in denominations of 1, 5, 10, 20, 50, 100, 500 and 1000. There are 1, 5, 10, 20, and 50 sen pieces, and a 1 ringgit coin.

ELECTRICITY



Domestic and commercial electricity is supplied at 230/240 volts single phase or 400/450 volts three phase, both at 50 cycles AC. Higher voltage supplies are available to industrial users.

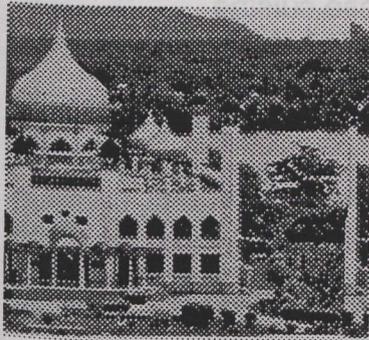
WEIGHTS & MEASURES



Malaysia uses the metric system.

HOTELS

A number of first-class hotels and resorts are located in Kuala Lumpur, Penang, Malacca and major cities in East Malaysia. Rates for five-star hotels can start at RM250 per night and three- and four-star hotels will cost RM150 per night and up. Hotel rates are subject to a government tax and 10% service charge. Hotels in the Kuala Lumpur area include:



Crown Princess Hotel
 City Square, Jalan Tun Razak
 50400 Kuala Lumpur
 Tel. (60-3) 262-5522
 Fax (60-3) 262-4492/4687

Regent of Kuala Lumpur
 160, Jalan Bukit Bintang
 55100 Kuala Lumpur
 Tel. (60-3) 241-8000
 Fax (60-3) 441-7236

Hilton, The Kuala Lumpur
 Jalan Sultan Ismail
 50250 Kuala Lumpur
 Tel. (60-3) 242-2122
 Fax (60-3) 244-2157

Shangri-La Hotel
 11, Jalan Sultan Ismail
 50250 Kuala Lumpur
 Tel. (60-3) 232-2388,
 Fax (60-3) 230-1514

Micasa Hotel Apartments
 368B, Jalan Tun Razak
 50400 Kuala Lumpur
 Tel. (60-3) 261-8833
 Fax (60-3) 261-1186

ParkRoyal Kuala Lumpur
 Jalan Sultan Ismail
 50250 Kuala Lumpur
 Tel. (60-3) 242-5588/1-800-
 421-0536,
 Fax (60-3) 241-5524

Pan Pacific Hotel
 Jalan Putra, 50746 Kuala
 Lumpur
 Tel. (60-3) 442-5555
 Fax (60-3) 441-7236

RESTAURANTS

There is immense variety in the type and price range of eating places throughout the country. Traditional Chinese, Malay and Indian food can be found at stalls for as little as RM3, or at restaurants for prices ranging from RM5 to RM35. The larger hotels have restaurants that serve a range of local favourites and Western cuisine. Additionally, fast-food lovers can satisfy their cravings for hamburgers, fried chicken and pizza at a host of locations in the major towns. Tap water at home and in restaurants is considered safe, but bottled water is inexpensive and readily available. Some suggestions for eating out:

Castell Restaurant
Chez Bidou
Mario's Restaurant
Kampong Pandan
Satay Anika
Bangles Restaurant

Seafood and steak
 French cuisine
 Italian cuisine
 Indian Muslim food
 Traditional Malay food
 Indian food

Devi Annapoorna Restaurant	Indian vegetarian, no alcohol served
Nan Corner (food stall)	After 6 pm nightly
Hakka Restaurant	Chinese cuisine
Tai Thong Restaurant	Chinese cuisine
Sri Siam Restaurant	Thai cuisine
Kampachi Restaurant	Japanese cuisine

SIGHTS

The **Batu Caves** are situated 10 km north of Kuala Lumpur. There are 272 steps up to the Hindu Shrine of Lord Subramaniam, which is found in one of the vast limestone caverns.

The **Lake Gardens** are a combination of primeval forest and planned gardens covering 160 acres. The main road becomes a pedestrian zone between 12 noon and 4:00 pm. Malaysia's largest orchid centre is situated on a 1.45-hectare site next to the Tun Razak Memorial at the Lake Gardens.

The showroom of the **Malaysian Handicraft Development Corporation** is located at Infodraf, Kompleks Dayabumi, 26 Jalan Sultan Hishamuddin, Kuala Lumpur, Tel. 293-4929/4864.

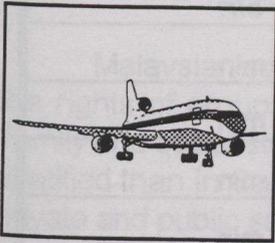
The **Royal Selangor** is open from 8 am to 5 pm Monday to Friday. It is located at 4 Jalan Usahawan 6, Setapak Jaya, 53200 Kuala Lumpur, Tel. 422-1000.

The **Central Market**, located at Jalan Hang Kasturi in Kuala Lumpur, is an efficient shopping complex with a large variety of stalls selling just about anything from traditional Malay herbal medicine to personalized hand towels. There is also an authorized money changer and an English pub.

Fraser's Hill, a quiet retreat with a nine hole public golf course and jungle walks, is located approximately two hours north of Kuala Lumpur by car. The last eight kilometres of the journey is along a very steep and winding one-way road.

Outside Kuala Lumpur: For respite from Kuala Lumpur, there are a number of resorts and hotels within driving distance in the Cameron Highlands, at Fraser's Hill and in the Genting Highlands.

TRAVEL WITHIN MALAYSIA



- **West Malaysia**

Travel is convenient and inexpensive. There is excellent air service provided by the national airline MAS, which works in conjunction with charter services to provide flights to all major locations in the country. The current international airport for Kuala Lumpur is at Subang, about a 30-minute drive from the city centre. However, this time can double because of traffic congestion. A new airport being constructed at Sepang, Selangor, about 45 minutes by highway, from Kuala Lumpur, is scheduled to open in 1997.

There is an extensive network of highways and rail and bus links in West Malaysia. Bus transportation is definitely faster than rail and prices are inexpensive, with the cost of travel over the length of country (910 kilometres) being less than RM40 (roughly C\$23). The North-South Highway provides access from Johore and Singapore to Thailand. A second causeway linking Johore and Singapore will open in 1995.

- **East Malaysia**

The road network in this region is more rudimentary and the distances to be covered greater. MAS runs daily service to the major centres, but offers less frequent service to second-tier cities.

The following chart gives travel times by air and by car for travel within Malaysia, and between Malaysia and other countries in the region:

INTER-REGIONAL TRAVEL

<i>From Kuala Lumpur to major cities in Malaysia:</i>	<i>By car:</i>	<i>By air:</i>
- Ipoh, Perak	2h30	25 min
- Penang	4h30	45 min
- Johor Bahru, Johor	4h-5h	45 min
- Kuching, Sarawak		90 min
- Kota Kinabalu, Sabah (direct flight)		2h30
<i>From Kuala Lumpur to major cities in Southeast Asia:*</i>		
- Jakarta, Indonesia		2h
- Singapore	5h-5h30	45 min (hourly shuttle)
- Manila, Philippines		4h
- Bandar Seri Begawan, Brunei		2h20
- Bangkok, Thailand		2h

*There is an international departure tax of RM40 from Malaysia.



Further information on travel to Malaysia and on hotels and sightseeing can be requested from the Tourism Development Corporation of Malaysia, 830 Burrard Street, Vancouver, BC, V6Z 2K2, Tel. (604) 689-8899, Fax (604) 689-8804.

MALAYSIAN CULTURAL AND RELIGIOUS CUSTOMS

SOCIAL AND POLITICAL CUSTOMS

Malaysian society tends to emphasize the rights of groups rather than individuals. Family and social structures are usually more stratified than in Canada. Links between the private and public sectors are often close and may be facilitated through boards and business councils. Informal links are important.



Malaysians take pride in their country's rapid economic development and emerging role in international affairs, but they remain concerned about how Malaysia is viewed by foreigners. They are self-deprecating and modest. Malaysians are sensitive to Western conduct and attitudes that may be perceived as patronizing or neocolonialist. Malaysian society, like others in Asia, tends to be more group-oriented, less individualistic and less permissive than Western societies.

Sincere compliments about Malaysia, its development and food can be very useful. Bringing to the fore any positive commonalities or complementarities between Canada and Malaysia is a good way to bridge the East-West divide. It can also provide a lead-in to the services/products you are interested in selling.

Before entering a Malay's house, remove your street footwear unless the host is wearing footwear. Remove your shoes even if the host says you need not. He or she will appreciate the gesture, which signals knowledge of Malay customs as well as courtesy.

When handling or receiving something, a business card for example, the right hand or both hands should be used, never just the left hand. Women should not offer to shake hands with a Muslim man unless he offers his first. Men should avoid shaking hands with Malay Muslim women unless they extend their hands first; needless to say, men should not put their arm around the shoulders or back of Malay Muslim women in the Western fashion. It is impolite to point or extend the hand palm up.

The following terms are used when referring to Malaysia and its residents:

- Malaysian:** all citizens of Malaysia, regardless of racial or ethnic background.
- Malay:** a specific ethnic group. Other Malaysians sometimes identify themselves along ethnic lines, such as Malaysian Chinese or Malaysian Indians.
- Malaysia:** the country made up of East and West Malaysia.
- Malaya:** the present West or peninsular Malaysia as it was called until independence in 1963.
- East Malaysia:** the States of Sabah and Sarawak on the Island of Borneo.

RACE AND RELIGIOUS ISSUES

About 52% of the population is Muslim and according to the Malaysian Constitution, Islam is the official religion of the country. Islam is a religion few Westerners understand well or have been exposed to at the personal level. Malays take religion very seriously. Indeed, Malaysians of all faiths are usually deeply attached to their religion. The advice is to observe, listen, but save your opinions for another occasion.

It may be useful and of interest to Canadian visitors to obtain an understanding of race/religious issues, but probing too directly into sensitive issues should be avoided. In general, the Malays are almost without exception Muslim, the Chinese are Christian or Buddhist and the non-Malay indigenous people are either animist, Muslim or Christian. Most Indians are Hindu, although there are significant numbers of Muslim and Christian Indians as well.

▶ **Muslim practices**

The Malays embraced Islam about 600 years ago. Islamic belief is enshrined in the Koran, the Muslim holy book. A congregational prayer is held at the mosque on Fridays. This is led by an Imam. A sermon is also delivered. Both men and women attend this prayer at the mosque. However, most women prefer to pray at home. Mosques are open to non-Muslim visitors, except on Friday mornings and at prayer times. Visitors are requested to observe the usual courtesies of wearing proper dress and removing their footwear before entering the mosque. Non-Muslims are not allowed inside the mosque proper, the place of prayer. Each Muslim home has at least one Koran. It is a sacred book to the Muslims and conservative Muslims consider it improper for non-Muslims to handle it.

One should avoid telephoning a Muslim between 6:45 pm and 7:30 pm since this is the time of Magrib (evening prayers). For the same reason, invitations for evening receptions and dinners before 7:30 pm should not to be issued. During Ramadan or Bulan Puasa (the fasting month), one must not offer food, drink or cigarettes before sunset.

▶ **The most important guideline when entertaining Muslims is never to serve pork or alcohol.**

Any product of the pig is forbidden, including hot dogs, hamburgers or any other mixed meat that contains pork and any food fried or cooked in pork fat. In addition, Muslim law requires that all meat eaten by a Muslim must be halal (i.e., slaughtered according to strict Muslim procedures and tradition). Some Muslims also may be unwilling to consume food if it was prepared with utensils that have at one time been used to cook or serve pork.

FORMS OF ADDRESS

Malays names are often characterized by several titles and generally do not carry the same family name from one generation to the next. A name usually consists of a person's given name, father's given name and, sometimes, grandfather's given name. Some brief examples and explanations of titles follow:

Y.B.M. means Yang Berhormat Mulia and is equivalent to "The Honourable." It is used for royalty from the State of Kelantan.

Y.B. is equivalent to "The Honourable" and is short for Yang Berhormat (normally applied to M.P.s, ministers and deputy ministers) or Yang Berbahagia (applied to other notables).

Tengku and **Tunku** are different spellings of the same title and loosely equivalent to Prince/Princess.

Tun is the title given to a recipient of the country's highest order of chivalry granted to non-royal persons. The wife of a Tun is called **Toh Puan**.

Tan Sri is a title given to a recipient of Malaysia's second highest order of chivalry granted to non-royalty by the King. Generally equivalent to "Sir," it is quite acceptable to address holders of this title simply as Tan Sri. The wife of a Tan Sri is addressed **Puan Sri**.

Dato' and **Datuk** are different spellings of the same title. The basic meaning is "grandfather." In modern usage, however, it refers to the holder of the highest honour conveyed by rulers of the various states. The wife of a Datuk is addressed as **Datin**.

Tuan means Mr. and is always used in conjunction with **Haji** (see below).

Puan means Madam or Mrs.

Encik means Mr.

Cik means Miss.

bin means "son of" and **binti** means "daughter of."

Haji (**Hajjah** in the case of a woman) is one who has made a pilgrimage (Haj) to Mecca along with its requisite rites. Haji's are accorded the honorific **Tuan**, which is prefixed to the Haji title, for example, **Tuan Haji** Abdullah not Encik Haji Abdullah. Using Tuan by itself would have colonial overtones.

When addressing a Chinese or Indian Malaysian, use the same forms of address as in Canada: Mr., Mrs., Dr., Miss, Professor and so on, followed by their family name. In most instances, in ethnic Chinese names, the family name is placed before the given names. For example, in Chan Siew Wan, Chan is the family name.

HISTORICAL SUMMARY

- 1st Century Trading ships plying between India and China make stops on the Malay Peninsula. "Indianification" of Southeast Asia, including Hinduism, follows.
- 1386 First record of Islam on the peninsula introduced by Indian traders.
- 1400 A settlement is established at Malacca by fugitives from Singapore and East Sumatra which grows rapidly as a trading centre.
- 1509 The first appearance of Europeans. A Portuguese fleet sails into Malacca in search of a Far East trading base but leaves following hostilities.
- 1511 The Portuguese return and capture Malacca causing the collapse of its empire and allowing Siam to regain sovereignty over the northern Malay states.
- 1641 The Dutch capture Malacca from the Portuguese after 40 years of hostility and commercial rivalry for control of the Straits of Malacca.
- 1786 The British East India Company, needing a trading post, occupies the island of Penang, hitherto a part of Kedah.
- 1819 Sir Stamford Raffles, in search of a more convenient base for the British East India Company, lands on the island of Singapore.
- 1824 The Treaty of India settles the rival claims of British and Holland in their commercial war to monopolize the Far East trade.
- 1858 The British East India Company is taken over by the British Government which administers its territories through the India Office.
- 1867 The Straits Settlements comprising Penang, Malacca and Singapore are transferred to the Colonial Office.
- 1874 The first of a series of treaties between Great Britain and the rulers of the Malay States marking the beginning of British intervention.
- 1877 The British introduce the rubber tree from South America.
- 1890's Tin mining starts, leading to influx of Chinese labour.

- 1896 A federation (Federated Malay States) is created of those states under British protection (Selangor, Perak, Pahang and Negeri Sembilan). Kuala Lumpur is chosen as headquarters.
- 1909 Siam transfers all rights over Kedah, Perlis, Kelantan and Trengganu to Great Britain. These Sultans refuse to join the Federated Malay States, as does Johore, and the British share in their administration is correspondingly less.
- 1941-1945 The Japanese occupy Malaya.
- 1946 The British make a proposal to create a centralized Malayan Union. It meets with bitter opposition.
- 1948 A new British proposal is accepted and the Federation of Malaya is established. This consists of the nine Malay states and the Crown Colonies of Malacca and Penang. Originally much of the control is in British hands but is followed by increasing steps-towards self-government. Communist terrorism leads to the declaration of a State of Emergency.
- 1957 Independence is declared on August 31. Tengku Abdul Rahman is the First Prime Minister.
- 1963 Sarawak, Sabah and Singapore join the federation and Malaysia is formed.
- 1965 Singapore is expelled from the federation and becomes an independent country.

PRIME MINISTERS OF MALAYSIA

- Tungku Abdul Rahman - August 1957 to September 1970 (The Tungku had in fact been Prime Minister of pre-independence Malaya since August 31, 1950);
- Tun Abdul Razak - September 1970 to January 1976;
- Tun Hussein Onn - January 1976 to July 1981;
- Dato' Seri Dr. Mahathir bin Mohamed - July 1981 to present (Malaysia's longest serving Prime Minister).

ORDER FORM - DFAIT InfoCentre
Tel: 1-800-267-8376 (Ottawa/Hull area callers call 944-4000) Fax: (613) 996-9709

TEAM CANADA IN ASIA: SERVICES OF THE DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE (DFAIT)

1. DFAIT *IBB*, *FAXLINK* AND INFOCENTRE INFORMATION SERVICES

The order form on the next page lists the documents DFAIT now has available for Malaysia. These documents may be accessed in three ways: electronically, by interactive facsimile and by direct order from the DFAIT InfoCentre. You can also access the Department's Internet site at <http://www.dfait-maeci.gc.ca> and <gopher://www.dfait-maeci.gc.ca>.

IBB (the InfoCentre Bulletin Board) provides on-line access to a comprehensive source of DFAIT international market intelligence/information. This menu-driven, full-text information source, with search and download capabilities and electronic mail link, is available 24 hours a day, seven days a week. Its documents draw on national, international, public and private sources and cover all aspects of international business. It is expected that the *IBB* will eventually include market studies, country profiles and trade mission reports. You can log in to *IBB* in the following manner:

- i) Direct dial 1-800-628-1581, or in Ottawa dial (613) 944-1581.
N.B. *IBB* will soon be available to Datapac users at 2020049821.
- ii) Modem to 14 000 baud, line setting N-8-1.
- iii) ANSI/ASCII terminal emulation.

DFAIT's InfoCentre is now running *FaxLink*, an interactive information retrieval system. *FaxLink* stores a wide variety of trade and foreign policy documents and publications, each with their own publication code and makes them accessible to you via a facsimile (fax) machine. By dialling (613) 944-4500 *using the handset on your fax machine*, you can obtain a master menu of all the documents this system presently holds and then proceed to order the documents you need. Follow the voice prompts to interact with the service, in your choice of English or French, 24 hours a day, seven days a week.

In addition to running *FaxLink*, DFAIT's InfoCentre carries hard copies of publications, market studies and other documents on export markets around the world. These can be ordered by calling 1-800-267-8376 or faxing (613) 996-9709 during regular business hours (Ottawa/Hull area callers call 944-4000). The InfoCentre's Internet E-mail account is: infocentre@fait.gc.ca or infocentre@aeci.gc.ca.

ORDER FORM - DFAIT InfoCentre
Tel. 1-800-267-8376 (Ottawa/Hull 944-4000), Fax (613) 996-9709

Your name and return address/fax number: _____

MALAYSIA	Order ✓
Aerospace Industry in Malaysia (1993)	
Agri-food products and services (1995)	
ASEAN Geomatics Sector Profiles (1993)	
Automotive Aftermarket (1995)	
Beef products market (1994)	
Computer Industry in Malaysia (1995)	
Electric Power Generation in ASEAN: Market opportunities (1994)	
Electronics Industry in Malaysia (1995)	
Environment Industries (1992)	
The Environment in Malaysia, Report on (1995)	
Environmental Products (1995)	
International Environmental Update - Malaysia (Globe Foundation, 1995)	
Financial services market (1995)	
Food Market in Malaysia (1995)	
Medical Devices and Assistive Devices for Home Health Care and Institutions (1993)	
Oil and gas (1992)	
Pork products market (1995)	
Poultry, Red Meat and Dairy Industries in Malaysia (1993)	
Telecommunications (1995)	
Transportation (1990)	

2. TRADE COMMISSIONER SERVICES

DFAIT Southeast Asia Division—Trade Development Section

DFAIT is the lead federal government department responsible for Canada's international trade and export development. About one third of the department's personnel is employed in trade and economic policy work and in promoting Canadian exports, investment and tourism.

DFAIT has a network of over 500 trade commissioners in Canada and abroad. The trade commissioner's role is to assist Canadian exporters and promote Canadian trade, investment and tourism. About half of these trade officers are posted outside Canada in Canadian embassies, high commissions and consulates. They monitor the host country's economic, political and social trends for their impact on trade relations with Canada. A full listing of Canadian trade commissioners is published in the Department's *Directory of the Canadian Trade Commissioner Service*, available from the InfoCentre at DFAIT in Ottawa, or from your local International Trade Centre.

DFAIT also has sectoral and geographic trade divisions that provide information on marketing opportunities around the world for individual product or service sectors. A list of DFAIT sectoral contacts is provided in the Department's guide *Trade Development Programs and Services*, available from the InfoCentre at DFAIT.

Ottawa-based DFAIT geographic trade officers for individual countries can provide advice on doing business in a particular market, help identify market opportunities, assist companies in their preparation for visits to potential markets, arrange participation in trade fairs and involve Canadian firms in visits to Canada by foreign buyers. Geographic trade officers are in contact with their counterparts in other federal and provincial departments and agencies. They can therefore advise Canadian exporters on the range of Canadian export development activities focused on the countries for which they are responsible.

The following contacts are responsible for markets in Southeast Asia region:

Director	Mr. Marius Grinius	Tel. (613) 996-8187
Deputy Director, Trade	Mr. Brian Casey	Tel. (613) 996-3667
Indonesia	Ms. Georgina Wainwright	Tel. (613) 992-0959
Philippines, ADB	Ms. Pam Hay	Tel. (613) 995-7659
Brunei, Malaysia, Singapore	Ms. Pamela O'Donnell	Tel. (613) 996-5824
Thailand and questions concerning Burma	Ms. Elizabeth Gammell	Tel. (613) 995-7662

The fax number for the Southeast Asia Division is (613) 944-1604.

The Canadian High Commission in Malaysia

Trade commissioners in Malaysia can assist exporters in several ways. They can:

- identify firms that are suitable as agents and place Canadian suppliers in direct contact with these firms;
- provide credit and other information on potential Malaysian business partners;
- provide information to exporters on Malaysia's trade, business and financial conditions, on methods of doing business and on appropriate distribution channels for particular products;
- ▶ provide the latest information and duty rates on importing goods and samples and regulations on labelling and product content;
- suggest appropriate trade shows to launch Canadian products; and
- advise and assist Canadian companies seeking foreign joint venture and licensing opportunities.

The Commercial Division of the Canadian High Commission in Malaysia acts as a liaison between Canadian companies and Malaysian business, government and industry. It also undertakes market studies, organizes trade missions and works to establish linkages between business communities in both countries. Trade missions to and from Malaysia over the past several years have focused on the telecommunications, environment, aerospace, oil and gas, high-technology and transportation sectors.

While trade commissioners can be invaluable assistants to Canadian exporters, there is a limit to the services they can provide. They will not sell a product or act as sales agents, debt collectors or travel agents. They will recommend others who can perform these functions.

A full listing of Canadian trade commissioners is published in the Department's *Directory of the Canadian Trade Commissioner Service*, available from the InfoCentre at DFAIT in Ottawa, or from your local International Trade Centre.

If you are preparing to enter one or more of the Southeast Asian markets, please fill out a company profile on the next page. The profile provides a briefing document for the appropriate commercial officers of the Department of Foreign Affairs and International Trade working in Canada, in International Trade Centres and in Southeast Asia and will enable them to assist you in entering the export market. The mailing address of the High Commission is P. O. Box 10990, 50732 Kuala Lumpur, Federation of Malaysia, Tel. (60-3) 261-2000, Fax (60-3) 261-1270 or 261-3428.

COMPANY PROFILE

Please fax to the Canadian High Commission in Malaysia
(60-3) 261-1270 or 261-3428

Full company name, address, telephone and fax numbers:

Export contact, title, telephone and fax numbers (or business card):

Key customers worldwide:

List of Southeast Asian country/countries that you are preparing to enter:

Brief description of company products and/or services (please also list two or three key selling points for your product or service in the target market, e.g., price, technology, application):

Company sales pitch (please list five or six points about your company that would be of interest to prospective agents, e.g., distributor or agent training, etc.):

Company sales pitch (please list five or six points about your company that would be of interest to prospective agents, e.g., distributor or agent training, etc.):

International competitors (please list the brand names, company names, city and country of your main competitors):

Market projections (please list key target industry sectors and potential customers):

Method of distribution for products (please describe how you would like to distribute your product, e.g., agents/distributors/direct, etc.):

Characteristics of an effective agent for products (please describe in detail the characteristics/experience/background that a good agent for your product should have, e.g., sells to construction equipment market):

What assistance will you be requiring from the Canadian High Commission in Malaysia?

3. PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

PEMD is DFAIT's primary export promotion program. Its objective is to increase sales of Canadian goods and services abroad. The program accomplishes this task by sharing the costs of activities that companies normally could not, or would not, undertake alone, thereby reducing the risks involved in entering a foreign market. PEMD encourages Canadian companies not previously involved in exporting to become exporters and encourages Canadian exporters to enter new geographic markets and to introduce new products to existing markets.

Types of Assistance Available

PEMD shares up to 50% of costs incurred by Canadian businesses when they undertake various types of trade promotion activities. PEMD is designed primarily for companies with annual sales of between \$250 000 and \$10 million, and/or for companies with fewer than 100 employees (manufacturing sector), and fewer than 50 employees (service sector). The program is composed of four major elements: Market Development Strategies (MDS), Small or New-to-Exporting Companies, Capital Projects Bidding and Special Activities. Program financial assistance is a repayable contribution, not a grant.

PEMD-MDS supports a wide range of activities, including product testing for market certification, legal fees, product demonstration costs and other market support initiatives necessary to execute a minimum 2-year marketing plan. New in 1995 is that participants in government-sponsored outgoing business missions pay for all their own costs.

PEMD provides assistance to help new-to-exporting companies enter export markets without undue financial strain. Market identification visits and participation in international trade fairs are examples of activities covered under this component. The Capital Projects Bidding element of PEMD is designed to support specific projects outside Canada involving international competition/formal bidding procedures. The Special Activities element supports the generic marketing needs of trade associations meeting PEMD-eligibility requirements.

How to Apply

After discussing your proposal with an officer at the International Trade Centre in your province or territory, you must prepare the appropriate application form (Market Development Strategies; New-to-Exporting Companies; Capital Project Bidding; Special Activities).

Applications must be received at least four weeks before the start of the proposed activity.

DFAIT's publication *Program for Export Market Development, PEMD Handbook: A Financial Assistance Program for Canadian Exporters* provides a comprehensive overview of the program and is available either from your nearest ITC or from DFAIT's InfoCentre, Tel. 1-800-267-8376 (Ottawa/Hull area 944-4000), Fax (613) 996-9709.

4. CANADEXPORT

DFAIT's bi-monthly export trade newsletter, *CanadExport*, provides over 32 000 subscribers with information on:

- international market opportunities;
- government programs and services to exporters;
- forthcoming trade events;
- export success stories;
- developments affecting the international trading environment; and
- new trade publications.

To subscribe to *CanadExport*, please send a copy of your Company Profile (previous page) to: Trade Communications Division (BCT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, or call (613) 996-2225. Allow four to six weeks for delivery.

5. WIN Exports

The World Information Network for Exports—*WIN Exports*—is a computerized sourcing system used by 1200 trade staff around the world. It currently lists 21 000 Canadian firms. Using *WIN Exports*, DFAIT trade development officers can identify Canadian suppliers able to respond to sales opportunities; make appropriate contacts on behalf of Canadian companies; and report back with advice to help them make informed decisions. To apply to register, please contact the ITC nearest you or the Trade Information Systems Division (TPP), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, Fax 1-800-667-3802, (Ottawa/Hull callers 992-3004).

TEAM CANADA IN ASIA: SERVICES OF OTHER FEDERAL GOVERNMENT DEPARTMENTS AND AGENCIES

1. INTERNATIONAL TRADE CENTRES

International Trade Centres (ITCs) are located in 11 cities across Canada and are operated jointly by DFAIT and Industry Canada. The ITCs are staffed by experienced trade commissioners and have been established to provide Canadian exporters with "one stop" trade services. They distribute export publications, recruit participants for trade fairs and missions, assist in developing individual marketing plans, host seminars and workshops, provide export intelligence as well as counselling about market opportunities, technology transfer or joint ventures with foreign investors.

Experienced companies as well as companies new to exporting can benefit by contacting their nearest ITC. Addresses for all ITCs can be found in *Appendix I: Useful Contacts and Publications*.

2. CANADIAN INTERNATIONAL DEVELOPMENT AGENCY (CIDA)

The Canadian International Development Agency administers most of Canada's aid programs in 126 developing countries—twenty of these are core countries or regions that receive more than \$15 million in bilateral aid. An important part of these programs is implemented by the private sector through consultants, contractors and suppliers.

CIDA/Government-to-Government Assistance

Government-to-government assistance (comprised mainly of what is called the "Bilateral" program) accounts for about 43% of total CIDA resources. The CIDA Bilateral branches, organized on a geographic basis, are responsible for developing multi-year assistance programs for specific countries, in consultation with the governments of the recipient countries. Annual disbursements for projects administered by CIDA/Government-to-Government assistance total over \$1 billion.

CIDA has available a series of documents which describe current CIDA/Government-to-Government programmes in individual countries and regions. CIDA publications may be obtained from the CIDA Public Inquiries Unit, 200 Promenade du Portage, Hull, K1A 0G4, Tel. (819) 997-5006.

CIDA's Bilateral Program in Malaysia

In keeping with Canada's broadening relationship with Malaysia, the Canadian International Development Agency (CIDA) is moving towards new forms of cooperation with that country. CIDA is supporting the transition from a donor/recipient relationship to a broader partnership with Malaysia, commensurate with Malaysia's rapid economic development, its emergence as an influential player in Southeast Asia, and with growing Canadian economic interests in the region.

CIDA's strategy in Malaysia is to focus on the facilitation of linkages that emphasize mutual interests, through provision of the Canadian knowledge, technology and expertise that is both desired by Malaysia for its continuing economic and social development and promoted by Canada to further our economic and commercial interests in Malaysia and the region.

In the area of private sector development and collaboration, CIDA is supporting the formation of joint ventures, investment promotion, technology transfer, training, and promotional activities in sectors of mutual interest. Mechanisms include an enterprise collaboration project, the Industrial Cooperation Program (see above), and flexible activities such as technical missions, visits, short-term training, conferences, workshops, information services and networking.

Enterprise Malaysia Canada

Under its bilateral assistance program, CIDA has devised a mechanism, complementary to its Industrial Cooperation program, that assists Canadian companies as well as Malaysian firms to expand their businesses through joint ventures, technology transfer and other forms of partnership. The Enterprise Malaysia Canada project offers services to match Malaysian firms with suitable Canadian partners. The project is delivered by the private sector in offices in Kuala Lumpur, Vancouver, Toronto and Montréal. To date, 25 joint ventures have been created with EMC support and many more are in the pipeline. For more information on this project, please contact:

Enterprise Malaysia Canada - Ontario

Robert Johnson, Director
1202 Sussex Centre
West Tower
90 Burnhamthorpe Rd West
Mississauga, ON L5B 3C3
Tel. (905) 279-6966, Fax (905) 279-0138

Enterprise Malaysia Canada - British Columbia

Michael Strong, Director
Suite 700
1111 West Hastings St
Vancouver, BC V6E 2J3
Tel. (604) 661-5728, Fax (604) 661-5770

Enterprise Malaysia Canada - Quebec

Benoît Michaud, Directeur
Suite 310
500 Boulevard St-Martin ouest
Laval, QC H7M 3Y2
Tel (514) 975-2177, Fax (514) 975-1934

Enterprise Malaysia Canada - Kuala Lumpur

Mr. Kim Harker, Director
Suite 1002, 10th Floor Plaza
See Hoy Chan
Jalan Raja Chulan
50200 Kuala Lumpur, Malaysia
Tel. (60-3) 230-2288, Fax (60-3) 232-3740

Contracting Process

CIDA has developed a new contracting process which improves access to CIDA service contracts for Canadian suppliers.

Eligibility criteria for doing business with CIDA have not changed. Companies must be Canadian-owned (at least 51% beneficially owned by Canadians) and based in Canada. Individuals must be Canadian citizens or have permanent resident status.

The standard approach will be to invite suppliers, through the Open Bidding Service (OBS), to prequalify for contracts. For information on how to subscribe to the OBS, call 1-800-361-4637 from anywhere in Canada, or 737-3374 in the National Capital Region.

For inquiries on the new contracting process, call CIDA's External Business Relations at (819) 997-7778.

Canadian companies interested in receiving general information on supplying goods for CIDA projects should contact Public Works and Government Services Canada's supplier **INFOLINE** at (819) 956-3440.

CIDA Programs in the Region

Complementary to CIDA's bilateral program in Malaysia is its support for initiatives under the ASEAN/Regional program, which focuses on private sector development among other issues. The CIDA-sponsored Canada-ASEAN Centre, located in Singapore, supports the building of long-term economic, commercial, institutional and other linkages between Canada and ASEAN countries. For further information on the Canada-ASEAN Centre, contact the Executive Director, **Canada-ASEAN Centre**, 80 Anson Road, IBM Towers, Singapore 0207, Tel. (65) 225-7346, Fax (65) 222-7439.

Industrial Cooperation Program (INC)

CIDA's INC Program provides financial incentives to Canadian companies interested in entering into long-term business partnerships in developing countries. To qualify for the program, a project proposal must include social, economic, and industrial benefits for both the developing country and Canada.

To be eligible, organizations must demonstrate that they have the human, technical, and financial resources, as well as the skills and experience needed to carry out the project.

Investment programs

The investment-oriented programs assist eligible Canadian companies, particularly manufacturers, to conduct studies on the viability of long-term cooperation agreements with developing country businesses. It may also pay certain costs incurred when a joint venture is set up with entrepreneurs in a developing country.

Professional services

The services-oriented programs help eligible organizations (for example consulting firms, financial institutions, and business associations) to conduct studies and provide professional guidance and advice to potential clients in developing countries.

How to apply

Contact the Program Manager responsible for the country which interests you to discuss funding opportunities. A list of countries eligible for Industrial Cooperation Program assistance is available from CIDA.

To obtain more information on the support mechanisms (specify the country, if possible), please contact:

The Industrial Cooperation Division
Canadian International Development Agency
200, Promenade du Portage
Hull, QC K1A 0G4
Fax (819) 953-5024

or call Public Enquiries and Service to the Public for information on the INC program and other CIDA programs at Tel. (819) 997-5006, Fax: (819) 953-6088, Teletypewriter (819) 953-5023.

3. EXPORT DEVELOPMENT CORPORATION (EDC)

EDC, a federal crown corporation, is Canada's official export credit agency. It specializes in helping Canadian exporters compete internationally, through the provision of export financing, insurance and guarantee services. EDC's programs fall into four major categories:

- export financing, including direct loans, lines of credit, note purchases and specialized credits;
- short-term insurance, which applies to credit terms of up to six months;
- medium-term insurance, which applies to credit terms of between six months and five years; and
- foreign investment insurance, which protects new Canadian investments overseas against political risks including war, expropriation and conversion and transfer difficulties (inability to repatriate earnings or capital).

EDC's head office is located at Place Export Canada, 151 O'Connor Street, Ottawa, Ontario K1A 1K3, Tel. (613) 598-2992, Fax (613) 237-2690. The addresses and telephone numbers of EDC regional offices follow:

HALIFAX OFFICE

Suite 1003, TD Bank Building
1791 Barrington Street
Halifax, NS B3J 3L1
Tel. (902) 429-0426, Fax (902) 423-0881

LONDON DISTRICT OFFICE

Suite 1512,
148 Fullarton Street
London, ON N6A 5P3
Tel. (519) 645-5828, Fax (519) 645-5580

MONTREAL OFFICE

Suite 4520, 800 Victoria Square
P.O. Box 124
Tour de la Bourse Postal Station
Montréal, QC H4Z 1C3
Tel. (514) 283-3013, Fax (514) 878-9891

WINNIPEG OFFICE

8th Floor, 330 Portage Ave.
Winnipeg, MB R3C 0C4
Tel. (204) 983-5114, Fax (204) 983-2187

TORONTO OFFICE

National Bank Building
150 York Street, Suite 810
P.O. Box 810
Toronto, ON M5H 3S5
Tel. (416) 973-6211, Fax (416) 862-1267

CALGARY OFFICE

Suite 1030, 510 5th Avenue SW
Calgary, AB T2P 3S2
Tel. (403) 292-6898, Fax (403) 292-6902

VANCOUVER OFFICE

One Bentall Centre
505 Burrard Street, Suite 1030
Vancouver, BC V7X 1M5
Tel. (604) 666-6234, Fax (604) 666-7550

4. CANADIAN COMMERCIAL CORPORATION (CCC)

CCC is a federal crown corporation that acts as the prime contractor when foreign governments and international agencies wish to purchase goods and services from Canadian sources on a government-to-government basis.

In responding to such requests, CCC identifies Canadian sources, obtains bid opportunities for suppliers and certifies their capability to perform. In addition to participating in negotiations, the Corporation monitors contract management, inspection, acceptance, shipping, payment to suppliers and collection from customs.

CCC's activities help to reduce the complexity of export sales for Canadian firms and to encourage foreign customers to purchase from smaller or less well-known suppliers—buyers have the security of dealing on a government-to-government basis through CCC.

Further information is available from the Canadian Commercial Corporation at 50 O'Connor Street, 11th Floor, Ottawa, Ontario K1A 0S6, Tel. (613) 996-0034, Fax (613) 995-2121.

Mr. Michael Carter, Director
 South East Asia Branch
 Trade Intelligence Division
 BC Trade Development Corp.
 999 Canada Place, Suite 730
 Vancouver, BC V6C 3E1
 Tel. (604) 660-3966, Fax (604) 660-2457

Mr. Rabin F. Mendis
 Director, Asia Pacific
 Department of Economic
 Development and Tourism
 10155 - 102nd Street
 Edmonton, AB T5J 4L6
 Tel. (403) 427-6397, Fax (403) 427-1700

Mr. Gerry Adamson, Director
 Trade Development Branch
 Department of Economic Development
 1919 Saskatchewan Drive, 6th Floor
 Regina, SK S4P 3V7
 Tel. (306) 787-9210, Fax (306) 787-3989

Mr. Garry Hastings, Manager
 Asia Pacific Business Relations
 Industry Development
 Industry, Trade and Tourism
 410 - 155 Carlton Street
 Winnipeg, MB R3C 3H8
 Tel. (204) 945-1454, Fax (204) 957-1793

Ms. Cathy Boynton
 Senior Trade Counsellor
 Trade Development Branch
 Ministry of Economic Dev. & Trade
 900 Bay Street, 5th Floor
 Hearst Block, Queen's Park
 Toronto, ON M7A 2E1
 Tel. (416) 314-8254, Fax (416) 314-8222

Mr. Jim Thompson
 Director, Southeast Asia
 Ontario International Corp.
 56 Wellesley Street West, 7th floor
 Toronto, ON M7A 2E4
 Tel. (416) 314-8244, Fax (416) 314-8222

M. Jean-Marc Roy, Directeur
 Ministère des Affaires internationales
 Direction Asie du Sud et du Sud-Est
 380, rue St-Antoine ouest, 4^e étage
 Montréal, QC H2Y 3X7
 Tel. (514) 499-2167
 Fax (514) 873-4200, Telex 055-61760

Ms. Janet Gagnon
 Co-ordinator, Trade & Investment
 Economic Development & Tourism
 P.O. Box 6000
 Fredericton, NB E3B 5H1
 Tel. (506) 453-3649, Fax (506) 453-3783

Mr. Andy Hare, Director
 Nova Scotia Economic Renewal Agency
 P.O. Box 519
 Halifax, NS B3J 2R7
 Tel. (902) 424-3672, Fax (902) 424-5739

Mr. Stephen Murray
 Managing Director, Enterprise PEI
 1 First Avenue, Annex 2
 West Royalty Industrial Park
 Charlottetown, PEI C1E 1B0
 Tel. (902) 368-6324, Fax (902) 368-6301

Mr. Paul Morris, Manager, Marketing
 Marketing & Investment Division
 Department of Industry, Trade & Technology
 P.O. Box 8700
 St. John's, NF A1B 4J6
 Tel. (709) 729-2800, Fax (709) 729-2236

Department of Economic Development &
 Tourism
 Government of the Northwest Territories
 Northern United Place
 P. O. Box 1320
 Yellowknife, NT X1A 2L9
 Tel. (403) 873-7115, Fax (403) 920-2756

Department of Economic Development
 Government of Yukon
 P. O. Box 2703
 Whitehorse, YT Y1A 2C6
 Tel. (403) 667-5417, Fax (403) 667-8601

TEAM CANADA IN ASIA: PRIVATE SECTOR ORGANIZATIONS

1. MALAYSIA-CANADA BUSINESS COUNCIL (MCBC)

The MCBC was established in Kuala Lumpur in late 1989 to bring together individuals and companies interested in further developing commercial relations between the two countries. The Council organizes regular meetings and speaking events, as well as other business promotion activities to facilitate trade and information dissemination. The MCBC office in Kuala Lumpur is located at Suite 25-C, 25th Floor, Empire Tower, City Square Centre, 182 Jalan Tun Razak, 50400 Kuala Lumpur. Canadian chapters of the MCBC are located in the Enterprise Canada-Malaysia offices in Vancouver, Toronto and Montréal. For further information contact:

Mr. Robert Johnston, Investment Counsellor or
Enterprise Malaysia-Canada, Mississauga, ON
Tel. (905) 279-6966, Fax (905) 279-0137

Mr. Puan Shahreen Kamaluddin
President, MCBC, Kuala Lumpur
Tel. (60-3) 264-5519, Fax 264-5521

For further addresses and contact numbers, please see *Appendix I: Useful Contacts and Publications* of this publication.

APPENDIX I:

INFORMATION AFFAIRS AND INTERNATIONAL TRADE (IPAIT)
100 Sussex Drive, Ottawa, ON K1A 0S2

InfoCentre Tel: 1-800-767-6776 or Fax: (613) 966-3776 during regular business hours

USEFUL CONTACTS AND PUBLICATIONS

InfoCentre Bulletin Board (BBB) Dial #400-626-1551. Ottawa/MTL area callers dial 944-1551.

Southeast Asia Division (PSE)
Trade Contacts: Ms. Pamela O'Donnell
Tel: (613) 966-5324, Fax: (613) 944-1604
Mr. Brian Casey
Tel: (613) 966-3667, Fax: (613) 944-1604

CANADIAN REPRESENTATIVES IN MALAYSIA:

Canadian High Commission in Malaysia
High Commissioner:
H. E. John P. Bell
Counselor (Commercial):
Mr. Paul S. H. Lau
Street address: Plaza MDC, 7th Floor,
Jalan Ampang
50450 Kuala Lumpur,
Federation of Malaysia
Mailing address: P.O. Box 40990, 50732,
Kuala Lumpur,
Federation of Malaysia
Tel: (60-3) 261-2600
Fax: (60-3) 261-4270 or 261-3425

MALAYSIAN REPRESENTATIVES IN CANADA:

Malaysian High Commission in Canada
High Commissioner: Dato Abdullah
Zawawi bin Haji Mohamed
60 Boreale Street
Ottawa, ON K1N 6Y7
Tel: (613) 241-5182
Fax: (613) 291-5214

Consulate of Malaysia
Commercial Attaché:
Ms. Roziah Mohamed
#505, 86 Richmond Street West
Toronto, ON M5H 2A4
Tel: (416) 569-3803
Fax: (416) 569-3803

1. MALAYSIA-CANADA BUSINESS COUNCIL (MCBC)

The MCBC was established in Kuala Lumpur in late 1985 to bring together individuals and companies interested in further developing commercial relations between the two countries. The Council organizes regular meetings and seminars and sponsors other business promotion activities to facilitate trade and information dissemination. The MCBC office in Kuala Lumpur is located at Suite 25-C, 25th Floor, Enterprise Centre, 182 Jalan Tun Razak, 50400 Kuala Lumpur. General chapters of the MCBC are located in the Enterprise Canada-Malaysia offices in Vancouver, Toronto and Montreal. For further information contact

Mr. Robert Johnston, Investors Counsellor
Enterprise Malaysia-Canada, Mississauga, ON
Tel. (905) 279-6966 Fax (905) 279-0137

Mr. Puan Sharveen Kimaluddin
President, MCBC, Kuala Lumpur
Tel. (60-3) 264-5519, Fax 264-5521

For further addresses and contact numbers, please see Appendix I: Useful Contacts and Publications of this publication.

DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE (DFAIT)
125 Sussex Drive, Ottawa, ON K1A 0G2

InfoCentre Tel. 1-800-267-8376 or Fax (613) 996-9709 during regular business hours. Ottawa/Hull area callers dial 944-4000.

FaxLink Dial (613) 944-4500 using the handset on your fax machine.

InfoCentre Bulletin Board (IBB) Dial 1-800-628-1581. Ottawa/Hull area callers dial 944-1581.

Southeast Asia Division (PSE)

Trade Contacts: Ms. Pamela O'Donnell
Tel. (613) 996-5824, Fax (613) 944-1604
Mr. Brian Casey
Tel. (613) 996-3667, Fax (613) 944-1604

CANADIAN REPRESENTATIVES IN MALAYSIA:

Canadian High Commission in Malaysia

High Commissioner:

H. E. John P. Bell

Counsellor (Commercial):

Mr. Paul S. H. Lau

Street address: Plaza MBF, 7th Floor,
Jalan Ampang

50450 Kuala Lumpur,

Federation of Malaysia

Mailing address: P.O. Box 10990, 50732

Kuala Lumpur

Federation of Malaysia

Tel. (60-3) 261-2000

Fax (60-3) 261-1270 or 261-3428

MALAYSIAN REPRESENTATIVES IN CANADA:

Malaysian High Commission in Canada

High Commissioner: Dato Abdullah

Zawawi bin Haji Mohamed

60 Boteler Street

Ottawa, ON K1N 8Y7

Tel. (613) 241-5182

Fax (613) 241-5214

Consulate of Malaysia

Commercial Attaché:

Ms. Rusiah Mohamed

#905, 80 Richmond Street West

Toronto, ON M5H 2A4

Tel. (416) 869-3886

Fax (416) 869-3883

PRIVATE SECTOR CONTACTS IN CANADA

Malaysia Canada Business Council

595 Howe Street, Suite 405
Vancouver, BC V6C 2T5
Tel. (604) 682-8941
Fax (604) 682-2857

Enterprise Malaysia Canada - Ontario

Robert Johnson, Director
1202 Sussex Centre, West Tower
90 Burnhamthorpe Road West
Mississauga, ON L5B 3C3
Tel. (905) 279-6966
Fax (905) 279-0138

Enterprise Malaysia Canada - British Columbia

Michael Strong, Director
Suite 700, 1111 West Hastings Street
Vancouver, BC V6E 2J3
Tel. (604) 661-5728
Fax (604) 661-5770

Enterprise Malaysia Canada - Quebec

Benoît Michaud, Directeur
Suite 310, 500 boulevard St-Martin ouest
Laval, QC H7M 3Y2
Tel (514) 975-2177
Fax (514) 975-1934

ASEAN-Canada Business Council (ACBC)

of the Canadian Chamber of Commerce
Suite 1160, 55 Metcalfe Street
Ottawa, ON K1P 6N4
Tel. (613) 238-4000
Fax (613) 238-7643

Asia-Pacific Foundation of Canada

999 Canada Place, Suite 666
Vancouver, BC V6C 3E1
Tel. (604) 684-5986
Fax (604) 681-1370

Standards Council of Canada

45 O'Connor Street
Ottawa, ON K1P 6N7
Tel. (613) 238-3222,
1-800-267-8220
Fax (613) 995-4564

Canadian Manufacturers' Association

75 International Boulevard, 4th Floor
Etobicoke, ON M9N 6L9
Tel. (416) 798-8000
Fax (416) 798-8050

Dun & Bradstreet (Canada) Ltd.

P. O. Box 6200
Station A, 5770 Hurontario Street
Mississauga, ON
Tel. (905) 568-5833/12
Fax (905) 568-5815
Contact: Dave Lyon,
Customer Service Manager

Will do foreign and domestic company credit reports for a fee of approximately \$120.00 .

PRIVATE SECTOR CONTACTS IN MALAYSIA

Canada-ASEAN Centre Representative

Ms. Mary Lopez
ACRIM Sdn. Bhd.
No. 2 Jalan University
46200 Petaling Jaya
Selangor Darul Ehsan, Malaysia
Tel.Fax (60-3) 757-4461
Telex: MA 20173 WELCO

Malaysia-Canada Business Council

Suite 25-C, 25th Floor, Empire Tower
City Square Centre
182 Jalan Tun Razak
50400 Kuala Lumpur
Tel. (60-3) 264-5519
Fax (60-3) 264-5521

Farell Resources Sdn Bhd
Wisma HLA
Jalan Raja Chulan
50200 Kuala Lumpur
Tel. (60-3) 248-4923
Fax (60-3) 243-7304
Contact: Mr. Yong Wing Fay
Will do Malaysian company credit reports for a fee of approximately RM150.

Universal Credit & Trade Information Agen
32, Jalan Midah 14
Taman Midah, Cheras
56000 Kuala Lumpur
Tel./Fax (60-3) 931-1991
Contact: Mr. Tan Chin Ming
Will do Malaysian company credit reports for of approximately RM150.

Enterprise Malaysia Canada
Mr. Kim Harker, Project Director
Suite 10.02, 10th Floor
Plaza See Hoy Chan
Jalan Raja Chulan
50200 Kuala Lumpur
Tel. (60-3) 230-2288/89, Fax (60-3) 232-3740

KEY MALAYSIAN GOVERNMENT DEPARTMENTS AND AGENCIES

Ministry of Foreign Affairs
Wisma Putra, Jalan Wisma Putra
50602 Kuala Lumpur
Tel. (60-3) 248-8088
Fax (60-3) 242-4551

Ministry of Defence
Wisma Pertahanan
Jalan Padang Tembak
50634 Kuala Lumpur
Tel. (60-3) 292-1333/230-1033

Ministry of Int'l Trade and Industry
Block 10, Government Offices Complex
Jalan Duta
50622 Kuala Lumpur
Tel. (60-3) 254-0033/6022/8044
Fax (60-3) 255-0827, Telex MA30634

Ministry of Finance
Block 9, Khazanah Malaysia
Jalan Duta
50592 Kuala Lumpur
Tel. (60-3) 258-2000
Fax (60-3) 255-6264

Malaysian Industrial Development Authority (MIDA)
Wisma Damansara
Jalan Semantan
PO Box 10618
50720 Kuala Lumpur
Tel. (60-3) 255-3633
Fax (60-3) 255-7970

Ministry of Education
Level 7, Block J
Pusat Bandar Damansara
50604 Kuala Lumpur
Tel. (60-3) 255-6900
Fax (60-3) 254-3107

Ministry of Agriculture
Jalan Sultan Salahuddin
50624 Kuala Lumpur
Tel. (60-3) 298-2011
Fax (60-3) 291-3758

Ministry of Energy, Telecommunications Post
1st Floor, Wisma Damansara
Jalan Semantan
50668 Kuala Lumpur
Tel. (60-3) 256-2222
Fax (60-3) 255-7901

Ministry of Science, Technology and Environment

14th Floor, Wisma Sime Darby
Jalan Raja Laut
50350 Kuala Lumpur
Tel. (60-3) 293-8955
Fax (60-3) 293-6006

Royal Customs and Excise Department
Block 11, Government Offices Complex
Jalan Duta
50596 Kuala Lumpur
Tel. (60-3) 254-6088
Telex KASTAM MA 30928

OTHER CANADIAN REPRESENTATIVES IN THE REGION

**Canadian High Commission in Singapore
(also accredited to Brunei)**

High Commissioner:
H. E. Gavin Stewart
Counsellor (Commercial):
Mr. William Roberts
80 Anson Road, #14-00
Singapore 0207
Tel. (65) 225-6363
Fax (65) 225-2450

Canadian Embassy in Indonesia

Ambassador:
H. E. Lawrence Dickenson
Counsellor (Commercial):
Mr. Guillermo (Gill) E. Rishchynski
St. address: 5th Floor WISMA Metropolitan,
Jalan Jendral Sudirman, Jakarta
Mailing address:
P. O. Box 8324/JKS.MP,
Jakarta 12084, Indonesia
Tel. (62-21) 525-0709
Fax (62-21) 571-2251
Telex 62131 Domcan Jakarta

**Canadian Embassy in Thailand (also
accredited to Burma)**

Ambassador:
H. E. Manfred von Nostitz
Counsellor (Commercial):
Mr. Ken Lewis
Boonmitr Building, 11th Floor
138 Silom Road, Bangkok, Thailand
Tel. (66-2) 237-4126
Fax (66-2) 236-7119/6463
Telex 82671 DOMCAN TH

Canadian Embassy in the Philippines

Ambassador: H. E. Stephen Heeney
Counsellor (Commercial):
Mr. C. Donald Caldwell
Street address: 9th Floor, Allied Bank Centre,
6754 Ayala Avenue, Makati
Metro Manila, Philippines
Mailing address: P. O. Box 2168,
1261 Makati, Metro Manila
Philippines
Tel. (63-2) 810-8861
Fax (63-2) 810-1699

INTERNATIONAL TRADE CENTRES

NEWFOUNDLAND

St. John's

International Trade Centre
215 Water Street, Suite 504
P.O. Box 8950, Atlantic Place
St. John's, NF A1B 3R9
Tel. (709) 772-5511, Fax (709) 772-2373
Telex 016-4749

NOVA SCOTIA

Halifax

International Trade Centre
Central Guarantee Trust Building
1801 Hollis Street
P.O. Box 940, Station M
Halifax, NS B3J 2V9
Tel. (902) 426-7540, Fax (902) 426-2624
Telex 019-22525

PRINCE EDWARD ISLAND

Charlottetown

International Trade Centre
P.O. Box 1115
Confederation Court Mall
134 Kent Street, Suite 400
Charlottetown, PEI C1A 7M8
Tel. (902) 566-7443, Fax (902) 566-7450
Telex 014-44129

NEW BRUNSWICK

Moncton

International Trade Centre
P.O. Box 1210
1045 Main Street, Unit 103
Moncton, NB E1C 1H1
Tel. (506) 851-6452, Fax (506) 851-6429
Telex 014-2200

QUEBEC

Montréal

International Trade Centre
5 Place Ville Marie, 7th Floor
Montréal, QC H3B 2G2
Tel. (514) 283-6796, Fax (514) 283-8794
Telex 055-60768

ONTARIO

Toronto

International Trade Centre
4th Floor, One Front Street West
Toronto, ON M5J 1A4
Tel. (416) 973-5053, Fax (416) 973-8161
Telex 065-24378

MANITOBA

Winnipeg

International Trade Centre
P.O. Box 981
330 Portage Avenue, 8th Floor
Winnipeg, MB R3C 2V2
Tel. (204) 983-4540, Fax (204) 983-2187
Telex 07-57624

SASKATCHEWAN

Saskatoon

International Trade Centre
119-4th Avenue South, Suite 401
Saskatoon, SK S7K 5X2
Tel. (306) 975-5315, Fax (306) 975-5334
Telex 074-2742

Regina

International Trade Centre
1919 Saskatchewan Drive, 6th Floor
Regina, SK S4P 2N8
Tel. (306) 780-5020, Fax (306) 780-6679
Telex 071-2745

ALBERTA

Edmonton

International Trade Centre
Canada Place, Suite 540
9700 Jasper Avenue
Edmonton, AB T5J 4C3
Tel. (403) 495-2944, Fax (403) 495-4507
Telex 037-2762

Calgary

International Trade Centre
Suite 1100, 510-5th Street S.W.
Calgary, Alberta
T2P 3S2
Tel. (403) 292-6660, Fax (403) 292-4578

BRITISH COLUMBIA

Vancouver

International Trade Centre
P.O. Box 11610
300 West Georgia Street, Suite 2000
Vancouver, BC V6B 6E1
Tel. (604) 666-0434, Fax (604) 666-8330
Toll Free: 1-800-663-0433
Telex 04-51191



USEFUL PUBLICATIONS

Asia Business & Industry, published by Far East Trade Press, Hong Kong

Asia Pacific Business Travel Guide, published by PATA. ISBN 1-871985-03-X

Culture Shock! Series - Malaysia, Times editions, distributed by Graphic Arts Centre Publishing in North America.

Far Eastern Economic Review, published by Dow Jones & Co., Hong Kong

Insight, Asia monthly business magazine, published by Pacific Mags, Hong Kong.

Investment in Southeast Asia - Policy and Laws, Paul Davidson and Franca Ciambella, published by Butterworths, ISBN 0409-997463

Road Map to Exporting and Export Financing, available from the Canadian Bankers' Association, #526, 90 Sparks Street, Ottawa, ON K1P 5B4, Tel. (613) 234- 4431, Fax (613) 234-9803, and from DFAIT and major banks.

International Trade Fairs & Conferences Directory (yearly), published by Co-Mar Management Services, Inc., 8 King Street East, Suite 1110, Toronto, ON M5C 1B5, Tel. (416) 364-1223, Fax (416) 364-6557.

The following is a partial list of exhibitions that take place in the Southeast Asia region. The exhibitions here have been identified by the Commercial Divisions of the Canadian Embassies and High Commissions in the region as particularly worthwhile for Canadian companies. Please contact the relevant Embassy or High Commission for further information on these events.

APPENDIX II:

S.O.T. Asia '95

Singapore

(Annual)

27 February - 5 March 1995

Organized by IIR PTE LTD., Suite 05-03 Collyer Quay Centre

EXHIBITIONS/TRADE SHOWS IN SOUTHEAST ASIA

5th International Electrical Engineering, Power Generation, Distribution & Supply
Exhibition

Bangkok, Thailand

27 - 29 March 1995

Organized by Bangkok Exhibition Services, 52 Soi Arasamphan 11, Rama VI Bld.

Phyathai, Bangkok

Tel. (66-2) 271-4801/4955, Fax (66-2) 271-4900

Telex 84828 TELEMIC TH

Stonex '95

(Construction and building materials)

Singapore

May 1995

Organized by Reed Exhibitions Pte. Ltd., 1 Maritime Square #12-05

World Trade Centre, Singapore 0400

Tel. (65) 271-1013, Fax (65) 274-4065

MANUFACTURING THAILAND '95

Bangkok, Thailand

May 1995

Organized by Reed Trade Co. Ltd.

S.P. Bldg., 64 Anusara Rd.

Sukhumvit Rd. 2

Bangkok 10110

Tel. 261-7100/6, Fax (662) 260-7101

Telex 33030 TRADEX

The following is a partial list of exhibitions that take place in the Southeast Asia region. The exhibitions here have been identified by the Commercial Divisions of the Canadian Embassies and High Commissions in the region as particularly worthwhile for Canadian companies. Please contact the relevant Embassy or High Commission for further information on these events.

Construction/Engineering/Power:

B.O.T. Asia '95

Singapore (Annual)
27 February - 5 March 1995
Organized by IIR PTE LTD., Suite 08-03 Golden Wall Centre
89 Short St., Singapore 0718
Tel. (65) 338-3521, Fax (65) 336-4017

ELENEX THAILAND '95

5th International Electrical Engineering, Power Generation, Distribution & Supply Exhibition
Bangkok, Thailand
23 - 26 March 1995
Organized by Bangkok Exhibition Services, 62 Soi Areesamphan 11, Rama VI Rd., Phyathai, Bangkok
Tel. (66-2) 271-4801/4956, Fax (66-2) 271-4800
Telex 84828 TELEMIC TH

Sibex '95

(Construction and building materials)
Singapore
May 1995
Organized by Reed Exhibitions Pte. Ltd., 1 Maritime Square #12-01
World Trade Centre, Singapore 0406
Tel. (65) 271-1013, Fax (65) 274-4666

MANUFACTURING THAILAND '95

Bangkok, Thailand
May 1995
Organized by Reed Tradex Co. Ltd.
B.B. Bldg., 54 Asoke Rd.
Sukhumvit Rd. 2
Bangkok 10110
Tel. 260-7103/8, Fax (662) 260-7191
Telex 22030 XTRADEX

Manufacturing Surabaya '95

The 3rd International Exhibition on Machine Tool, Printing, Hardware, Mould & Die, Plastic & Rubber, Food, & Packaging Machinery

Jakarta, Indonesia

24 - 28 May 1995

Organized by P. T. Mitra Selaras Abdinusa, Jl. Pangeran Jayakarta 45

Pertodoan kota Indah, Block C No. 20, Jakarta 11110, Indonesia

Tel. (62-21) 600-9813/15, 624-3855/56, Fax (62-21) 629-4287

***ITM 95**

9th Malaysian International Exhibition of Industrial Development, Technology, Machinery & Equipment

Kuala Lumpur, Malaysia

7 - 11 June 1995

Organized by Malaysian Exhibition Services SDN BHD, 468-1B Batu 3, Jalan Ipoh, 51200

Kuala Lumpur

Tel. (03) 441-0311, Fax (03) 443-7241

PowerGen Asia '95

Singapore

(Equipment and services for the power sector)

21 - 23 August 1995

Organized by Pennwell Conferences & Exhibitions Services, c/o Times Conferences & Exhibitions Pte. Ltd., 1 New Industrial Road, Times Centre, Singapore 1953

Tel. (65) 284-8844, Fax (65) 286-5754

***Building & Construction Indonesia**

8th International Building and Construction Equipment & Materials Show

Jakarta, Indonesia

5 - 9 September 1995, 10 - 14 September 1996

Organized by PT. Pamerindo Buana Abadi, Jakarta, Indonesia

Tel. (62-21) 325-560, Fax (62-21) 331-223/330-406

MALBEX '95

Building Exhibition

Kuala Lumpur, Malaysia

12 - 15 September 1995

Organized by Reed Exhibitions, Lot 3, Lvl. 6, Block G Central

Damansara Town Centre, 50490 Kuala Lumpur, Malaysia

Tel. (03) 254-1544, Fax (03) 254-2157

*Companies interested in participating in these exhibitions can contact the organizer's Canadian agent, **Unilink Canada**, 50 Weybright Court, Unit 41, Agincourt, Ontario
Tel. (416) 291-6359, Fax (416) 291-0025

THAIBEX '95

6th International Building and Construction Exposition Machinery Exposition

Bangkok, Thailand

October 1995

Organized by Reed Tradex Co. Ltd.

B.B. Bldg., 54 Asoke Rd., Sukhumvit Rd. 2, Bangkok 10110

Tel. 260-7103/8, Fax (66-2) 260-7191

Telex 22030 XTRADEX

Environment/Natural Resources:

Energy & Environment Expo 95

(Annual)

Manila, Philippines

Organized by Exposition Communications Services, S-342/369 Secretariat Bldg.,

Philippine International Convention Center, CCP Complex, Roxas Blvd.

Pasay City, Metro Manila, Philippines

ENVIRONASIA

(Biennial)

International Environmental Technologies Exhibition

Singapore

Organized by Times Conference Pte. Ltd., 1 New Industrial Rd., Times Centre, Singapore

1953, Tel. (65) 284-8844, Fax (65) 286-5754

Filtration and Water Treatment Systems Asia

(Annual)

Organized by HQ Link Pte. Ltd., 150 South Bridge Rd., #3313-01 Fook Hai Bldg.,
Singapore 0105

Tel. (65) 534-3588, Fax (65) 534-2330

Entech ASEAN '95

International Exhibition of Environmental Protection & Pollution Control Technology

Bangkok, Thailand

16-20 June 1995

Organized by Thailand Exhibitions & Management Co., Ltd (TEM)

300/30-31 Vipavadee Rangsit Rd.

Huaykwang, Bangkok 10400

Tel. 277-6489, 275-5311/4, Fax (662) 277-6075

Telex 87933 TEM TH

***MOGPEE '95**

(Biennial)

6th Malaysian Oil, Gas & Petrochemical Engineering Exhibition

Kuala Lumpur, Malaysia

11 - 14 July 1995

Organized by Malaysian Exhibition Services Ltd, 2nd Floor Wisma Socfin Damansara

Heights 23-02, 50490 Kuala Lumpur, Malaysia

Tel. (60-3) 255-1700

Fax (60-3) 255-9659

***WatermexAsia '95**

(Biennial)

3rd Asian International Water Management Technology, Equipment & Control

Singapore

12 - 15 September 1995

Organized by Singapore Exhibition Services Pte. Ltd.

***EnvironmexAsia '95**

(Biennial)

3rd Asian International Environmental Management Technology, Equipment & Control

Systems Exhibition

Singapore

12 - 15 September 1995

Organized by Singapore Exhibition Services Pte. Ltd.

***Pollution & Environment Technology Indonesia**

(Annual)

5th International Exhibition & Conference

Jakarta, Indonesia

7 - 11 November 1995, 8 - 12 October 1996, 4 - 8 November 1997

Organized by PT. Pamerindo Buana Abadi, Jakarta, Indonesia

Tel. (62-21) 325-560, Fax (62-21) 331-223/330-406

***Mining Indonesia**

(Biennial)

6th International Mining & Minerals Recovery Exhibition & Conference

Jakarta, Indonesia

22 - 25 November 1995, 19 - 22 November 1997

Organized by PT. Pamerindo Buana Abadi, Jakarta, Indonesia

Tel. (62-21) 325-560, Fax (62-21) 331-223/330-406

Asian Paper '96

(Equipment and services for the forestry sector)

24 - 26 April 1996

Singapore

Organized by Expoconsult Pte. Ltd., 100 Beach Road #27-08, Shaw Towers Singapore

0718

Tel (65) 299-9273, Fax (65) 299-9782

***OSEA96**

(Annual)

11th Offshore South East Asia Conference & Exhibition

Singapore

3 - 6 December 1996

Organized by Singapore Exhibition Services Pte. Ltd.

Information Technology/Telecommunications:

Asia Telecom 97

(Quadrennial)

World Trade Centre, Singapore

Organized by International Telecommunications Union, Ms. Lorraine Deakin

Place des Nations, 1211 Geneva 20, Switzerland

Tel. (22) 730-5080, Fax (22) 740-1013

COMDEX '95

(Informatics and telecommunications)

Singapore

October 1995

Organized by Singapore Federation of the Computer Industry

c/o Times Conferences & Exhibitions Pte. Ltd., 1 New Industrial Road

Times Centre, Singapore 1953

Tel (65) 284-8844, Fax (65) 286-5754

TELECOMEX Asia '96

Manila, Philippines

8 - 11 August 1996

Organized by HQ Link Philippines, Inc., Unit B, 8th Floor, Cacho Gonzalez Bldg. 101

Aguirre Street, Makati, Metro Manila, Philippines

Contact: Mr. Carroll Odvina, General Manager

Tel. (632) 810-3694, Fax (632) 815-3152

***Telecom Malaysia '95**

(Annual)

Telecommunications, Business & Electronics Communication & IT Show

Kuala Lumpur, Malaysia

6 - 9 December 1995

***CommunicAsia96**

9th Asian International Electronic Communications & Information Technology Exhibition & Conference

Singapore

4 - 7 June 1996

Organized by Singapore Exhibition Services Pte. Ltd.

Agri-food:

IMFEX and Halal Food Conference

(International Muslim Food Exhibition)

Singapore

16 - 19 August 1995

Organized by The Singapore Malay Chamber of Commerce,

10 Anson Rd., #24-07, International Plaza, Singapore 0207

Tel. (65) 222-5350/221-1066, Fax (65) 223-5811

***FHM '95**

2nd Malaysian International Food, Hotel & Catering Exhibition

Kuala Lumpur, Malaysia

21 - 24 September 1995

Organized by Malaysian Exhibition Services, 2nd Floor Wisma Socfin

Damansara Heights 23-02, 50490 Kuala Lumpur, Malaysia

Tel. (60-3) 255-1700, Fax (60-3) 255-9659

Food and Hotel Asia

Singapore

1 - 30 April 1996

World Trade Centre, Singapore

Organized by Singapore Exhibition Services

Aerospace/Maritime/Defence:

Security Asia '95

Singapore

5 - 8 April 1995

Organized by Conference & Exhibition Management Services Pte. Ltd.

1 Maritime Square 09-43, World Trade Centre, Singapore 0409

Tel (65) 278-8666, Fax (65) 278-4077

LIMA 95

Langkawi International Maritime & Aerospace Exhibition
Kuala Lumpur, Malaysia
5 - 10 December 1995

Asian Aerospace '96

(Aircraft, avionics, airport and aerospace)

Singapore

6 - 11 February 1996

Organized by Asian Aerospace Pte. Ltd., 1 Maritime Square #12-01

World Trade Centre, Singapore 0409

Tel. (65) 271-1013, Fax (65) 274-4666

(Biennial)

SingPort '96, Singapore

(Maritime exhibition and conference)

March 1996

Defence Services Asia

April 1996

Airshow Indonesia '96

(Major regional aerospace forum/ transportation sector)

Jakarta, Indonesia

February 1996

Aviation, Maritime & Defence '95

5-10 March 1995

Organized by Peso, Inc. 1205 Centerpoint Office Condominium, J. Vargas St. cnr. Garnet Street, Ortigas Complex, Pasig, Metro Manila

Contact: Ms. Isabelita Roqui-Sy, President

Tel. (63-2) 633-6557, Fax (63-2) 815-3152

Scientific/Medical:

MEDIC '95

Kuala Lumpur, Malaysia

3 - 6 October 1995

***ChemAsia95**

9th Asian International Chemical & Process Franchising Exhibition

Singapore

12 - 15 September 1995

Organized by Singapore Exhibition Services Pte. Ltd.

(Biennial)

Medic/Lab Pharmex Asia and Medical/Hospitech

Bangkok, Thailand

Organized by the Trade Fair Division of the Department of Export Promotion

22/77 Rajadapisk Rd., Chatuchak, Bangkok 10900

Tel. (66-2) 511-5066/77, Fax (66-2) 512-1079

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MAJOR EXPORTS TO MALAYSIA

- 1 Paper & paperboard
- 2 Organic chemicals
- 3 Iron ores, concentrates
- 4 Electrical machinery, apparatus, parts, accessories
- 5 Plastics & articles thereof
- 6 Metall. prod., waste, scrap etc.
- 7 Fuels of mineral or other forms, crude or refined

APPENDIX III:

CANADA—MALAYSIA EXPORT AND IMPORT FIGURES,

1993 - June 1995

	1993	1994	1995
Paper & paperboard	2,217	2,220	2,444
Organic chemicals	1,473	1,428	2,173
Iron ores, concentrates	2,142	2,128	2,442
Electrical machinery, apparatus, parts, accessories	1,234	1,178	1,222
Plastics & articles thereof	1,200	1,150	1,100
Metall. prod., waste, scrap etc.	1,170	1,100	1,100
Fuels of mineral or other forms, crude or refined	2,275	2,200	2,200
Sub-Total	187,468	206,714	204,788
Total	206,987	207,079	219,034

MAJOR CANADIAN EXPORTS TO MALAYSIA
(\$'OOOs)

<u>Code</u>	<u>1993</u>	<u>1994</u>	<u>Jan-June</u> <u>1995</u>
48 Paper & paperboard	27,054	48,132	54,491
29 Organic chemicals	17,215	37,389	36,105
31 Fertilizers	46,422	61,901	33,332
10 Cereals	24,089	17,135	30,223
84 Boilers, mchy & mech appliance; parts	18,146	17,704	14,400
85 Electrical mchy equip parts thereof; sound recorder etc.	9,654	10,740	9,763
39 Plastics & articles thereof	13,270	9,079	6,131
12 Miscell. grain, seed, fruit etc.	4,983	6,342	4,018
47 Pulp of wood/of other fibrous cellulosic mat; waste etc.	4,238	6,367	3,809
25 Salt; sulphur; earth & ston; plastering mat; lime & cem	8,819	11,099	3,569
90 Optical, photo, cine, meas, checking, precision, etc	5,442	6,138	2,769
72 Iron & steel	51	143	2,480
79 Zinc & articles thereof	2,637	3,526	1,428
99 Special transaction - trade	1,848	1,781	1,353
89 Ships, boats & floating structures	165	941	1,131
07 Edible vegetables & certain roots & tubers	598	1,107	1,104
44 Wood & articles of wood; wood charcoal	2,133	3,327	1,093
87 Vehicles o/t railw/tramw roll-stock, pts & accessories	992	1,394	1,055
98 Special Classification Provisions	1,676	1,787	1,010
49 Printed books, newspapers, pictures	1,606	2,436	876
40 Rubber & articles thereof	1,152	1,113	760
02 Meat & edible meat offal	834	1,316	730
55 Man-made staple fibres	—	263	553
78 Lead & articles thereof	368	834	509
33 Essential oils & resinoids; perf, cosmetic/toilet prep	1,085	1,631	436
76 Aluminium & articles thereof	1,695	732	421
30 Pharmaceutical products	1,708	2,087	373
38 Misc. chemical products	1,588	1,088	343
28 Inorgn chem; compds of prec met, radioact elements etc.	—	1,226	33
Sub-Total	199,468	258,758	214,298
of			
Total	206,987	267,070	219,034

MAJOR CANADIAN IMPORTS FROM MALAYSIA
(\$'000s)

June Code	<u>1993</u>	<u>1994</u>	Jan- <u>1995</u>
85 Electrical mchy equip parts thereof; sound recorder etc. 441,329	583,122	805,226	
84 Boilers, mchy & mech. appliance; parts	47,614	112,479	64,727
40 Rubber & articles thereof	68,494	70,777	62,541
61 Articles of apparel & clothing access, knitted or crocheted	28,161	36,645	18,302
62 Articles of apparel & clothing access, not knitted/crocheted	32,528	37,559	16,399
95 Toys, games & sports requisites; parts & access thereof	12,540	20,479	9,965
94 Furniture; bedding, mattress, etc.	10,954	16,848	8,256
90 Optical, photo, cine, meas, checking, precision, etc.	7,735	12,919	5,991
87 Vehicles o/t railw/tramw roll-stock	3,683	3,576	5,708
39 Plastics & articles thereof	6,403	8,024	4,466
73 Articles of iron or steel	5,846	8,239	4,062
99 Special Transaction - Trade	2,544	5,793	3,390
44 Wood & articles of wood; wood charcoal	10,429	10,401	3,538
18 Cocoa & cocoa preparations	1,463	6,557	3,061
80 Tin & articles thereof	706	3,358	2,860
96 Misc. manufactured articles	1,542	2,876	2,704
55 Man-made staple fibres	6,695	6,725	2,374
15 Animal/veg fats & oil & their cleavage products; etc.	7,151	4,881	2,008
19 Prep of cereal, flour, starch/milk	3,535	4,139	1,953
16 Prep of meat, fish or crustaceans, molluscs	3,963	2,059	1,691
98 Special Classification Provisions	634	1,512	1,672
69 Ceramic products	3,243	3,655	1,630
64 Footwear	1,670	2,494	1,416
63 Other made up textile articles; sets	2,286	3,518	1,414
52 Cotton	1,747	1,872	1,409
76 Aluminium & articles thereof	1,638	3,513	1,161
91 Clocks & watches & parts thereof	754	2,452	997
83 Miscellaneous articles of base metal	2,511	2,431	937
54 Man-made filaments	683	785	927
03 Fish & crustacean, mollusc & other aquatic invertebrate	321	1,230	912
42 Articles of leather; saddlery/harness; travel goods etc.	1,369	635	684
38 Miscellaneous chemical products	56	641	660
09 Coffee, tea, maté & spices	418	1,301	562
27 Mineral fuels, oils & product of their distillation, etc.	<u>3,688</u>	<u>—</u>	<u>—</u>
Sub-Total of	864,126	1,205,599	679,706
Total	<u>877,065</u>	<u>1,213,645</u>	<u>683,096</u>

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